



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF PURE AND APPLIED SCIENCE

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR, SECOND SEMESTER EXAMINATION FOR ~~BACHELOR OF~~
SCIENCE IN TOURISM MANAGEMENT**

**HTU310: MANAGEMENT INFORMATION SYSTEMS IN HOSPITALITY
AND TOURISM**

DURATION: 2 HOURS

DATE: 16TH APRIL 2018

TIME: 2.00PM – 4.00PM

Instructions to Candidates:

1. Answer **Section A** and **Any Other Two** questions in **Section B**.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION (30 Marks)

QUESTION ONE

- a) Tourism is a leading sector of the economy in Kenya. Describe five (5) challenges faced by the tourism industry in Kenya. (15 Marks)
- b) Development of transportation network is critical for the success of tourism activity in an area. Explain five (5) ways that a country can pursue to develop and increase the role of transportation in tourism of the county (15 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Kenya is a key leading tourist destination in the region mainly due to the rich attractions found within tourist circuits. Describe five (5) socio-economic impacts of tourism on travel geography in the country. (15 Marks)
- b) Kenya Airways has been aiming at maintaining Nairobi- JKIA airport as a “hub” for flights. Explain five (5) reasons why JKIA-Nairobi is suitable as a hub. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Most tourists choose destinations for a diversity of purpose and will combine more than one form of experience within a visit. Describe the four (4) types of tourists recognized in the tourism industry. (12 Marks)
- b) The spatial spread of international tourists favours Western Europe, both as receiving and generating tourism. Explain why the region has remained favourable in tourism. (8 Marks)
- c) Highlight the negative effects of tourism to transportation in s geographical area.(5 Marks)

Total marks= 25. Reduce to 20

QUESTION FOUR (20 MARKS)

- a) Describe the eight (8) key factors that influence the travel costs. (16 Marks)
- b) In your new role as a Tours Consultant at the Zebra Holidays, you receive an email enquiring from a British citizen who is interested in visiting Kenya and specifically interested in wildlife safaris. Outline the positive effects of wildlife in Kenya. (9 Marks)

Total marks= 25. Reduce to 20