



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF PURE AND APPLIED SCIENCE

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

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

HTM213: TOURISM PSYCHOLOGY AND BEHAVIOUR

DURATION: 2 HOURS

DATE: 24TH APRIL 2018

TIME: 9.00AM – 11.00AM

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) It is believed that the toughest tourist to convince to travel is a citizen of the given country. Getting them to book and travel to a given destination required one to really convinced, With this in mind discuss the effects different cultures on a tourist;
- i. Perception. (5 Marks)
 - ii. Attitude (5 Marks)
 - iii. Personality (5 Marks)
- b) A group of tourists are interested in travelling to a given destination. They have had a difficult time in another travel agency and are interested to keep their itinerary but use your services. Their trip is complex but they are on a budget and you know that it's expensive.
- i. Outline the counseling skills you will use in calming them down before anything else. (5 Marks)
 - ii. Describe effects of tourist emotions on their evaluations. (5 Marks)
 - iii. Explain how you will get them to buy your idea or a good trip on their terms and you still make profit. (5 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Explain attribution process and their effects on perception and attitudes. (10 Marks)
- b) Discuss two theories or motivation on travel. (10 Marks)

QUESTION THREE (20 MARKS)

Discuss five trends and motivations that influence tourist decision making processes and behavioral patterns. (20 Marks)

QUESTION FOUR (20 MARKS)

Discuss objective and sub-objective factors shaping tourism today and beyond. (20 Marks)