



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**

HTM111: INTRODUCTION TO TRAVEL AND TOURISM INDUSTRY

DURATION: 2 HOURS

DATE: 20TH 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) Explain three forms of tourism. (6 Marks)
- b) Describe tourism as an Industry (4 Marks)
- c) Discuss five component of destination (supply side) frontline industries sector that play a big role in retaining and attracting tourists. (20 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Since the 19th century's 'Industrial Revolution', predisposing factors that enhance travel and tourism have been evolving. Discuss four (4) trends that affect travel and tourism. (20 Marks)

QUESTION THREE (20 MARKS)

Murang'a County is interested in investing in tourism. They source you as one of the experts in the industry to help them analyze the costs and benefits implications of investing in travel and tourism industry.

- i. Describe in detail two benefits of this investing. (10 Marks)
- ii. Explains five negative impacts of the investment. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Outline three different types of air transport as used in travel and tourism. (6 Marks)
- b) Explain the relevance of the following for a tourist;
 - i. Visas (2 Marks)
 - ii. Passports (2 Marks)
- c) Describe two roles of travel agencies. (4 Marks)
- d) Explain three recent developments that have positively influenced travel and tourism. (6 Marks)