

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF PARKS, RECREATION AND LEISURE MANAGEMENT (PRLM)**

**COURSE CODE: TRM 1103**

**COURSE TITLE: INTRODUCTION TO TOURISM**

**DATE: 31ST JANUARY, 2017 TIME: 8:30- 10:30 AM**

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

***This paper consists of 2 printed pages. Please turn over***

**SECTION A:** *ANSWER* **ALL QUESTIONS (25 MARKS)**

1. Define the following terms;
2. Tourist **(2MKS)**
3. Excursionist **(2MKS)**
4. Visitor **(2MKS)**
5. Outline three key elements of tourism **(3MKS)**
6. Briefly explain the following concepts of tourism;
7. Travel **(2MKS)**
8. Destinations **(2MKS)**
9. Country of origin **(2MKS)**
10. Recipient country **(2MKS)**
11. Using examples distinguish between international and domestic tourism. **(4MKS)**
12. Differentiate between inbound and outbound tourism **(4MKS)**

**SECTION B:** *ANSWER* **ANY THREE QUESTIONS (45 MARKS)**

1. a)Explain types of tourist attractions available in the tourism sector **(5MKS)**

b) Discuss the tangible and intangible components of tourism **(10MKS)**

1. The host community around the Maasai Mara National Reserve is known for their hospitality toward tourists. Discuss the social and cultural effects of tourism on the host community **(15MKS)**

1. In Kenya, the Ministry of Tourism through the Kenya Tourism Board allocates a substantial budgetary allocation annually to market the country as a favorable tourism destination in Africa. Discuss the economic impacts of tourism on the Kenyan economy **(15MKS)**

1. a)Explain the historical development of tourism from the ancient to modern time **(5MKS)**

b) Using examples, discuss in details the main factors that motivate tourists to travel to various destinations **(10MKS)**

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