

MAASAI MARA UNIVERSITY

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

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1103**

**COURSE TITLE: INTRODUCTION TO                                 TOURISM MANAGEMENT**

**DATE: 2ND FEBRUARY 2017 TIME: 14:30 – 16:30PM**

**INSTRUCTIONS TO CANDIDATES**

Answer all question in **SECTION** **A** and any other three in **SECTION B**

*This paper consists of 3 printed pages. Please turn over.*

***SECTION A***

1. Study the following case carefully,

Mamba and Susan Baraka have set up a company called *Tujivinjari Holidays* which organises safari, cultural and beach tourism in Kenya. Mamba and Susan have produced a glossy brochure distributed through various agencies both at home and abroad. The holidays offered in the brochure include accommodation at a number of 4 star rated hotels, coach transport and ferry travel where appropriate. Flights can be arranged from the holidaymakers’ departure airport to Jomo Kenyatta International Airport. The tourist season is from early May until the end of December.

Mia and Colin Ross, who live in Boston, USA are keen on experiencing magical Kenya. They have booked a holiday in Kenya through their local agency, *Happy Hols*. Three months later they arrive at Jomo Kenyatta International Airport on a scheduled flight. They are met by Katana, a *Tujivinjari Holidays* representative who explains that he will be accompanying them throughout their stay in Kenya.

a) Illustrate the Structure of the Travel and Tourism industry and indicate the positions of *Tujivinjari Holidays* and *Happy* Hols on the diagram. (5 marks)

b) The travel and tourism industry is said to be “interdependent”. Explain what this means using examples from the case study. (5 marks)

C) Kenya Tourism Board and Magical Kenya are essential for the success of Mamba and Susan’s business:

i. Describe the role of KTB and Magical Kenya (3 marks)

ii. Explain how the work of KTB could enhance Mia and Colin’s visitor experience(2 marks)

1. a) Briefly describe each of the following terms:
2. Ecotourism
3. Package holiday
4. Tourism generating region and destination
5. Tourism supplier (4 marks)

b) Explain the role of the Civil Aviation Authority and give three examples of the functions it performs. (6 marks)

**SECTION B**

1. The services provided by the private sector of the travel and tourism industry are vital to the visitor experience.
2. DescribeTHREE of the services this sector provides. (9 marks)
3. Describe the role of intermediaries in the travel and tourism industry. (6 marks)
4. Worldwide political and economic conditions have an impact on travel andtourism businesses. Give two examples of recent political and economic events. For eachexample describe the impact this has had on the tourism industry. (15 marks)
5. Describe any current “green initiatives” that travel and tourism businesses in Kenya could adopt to reduce their environmental “footprint”. (15 marks)
6. The application of technology in the travel and tourism industry has revolutionised the business. Discuss (15 marks)

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