

MAASAI MARA UNIVERSITY

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

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 413**

**COURSE TITLE: CONTEMPORARY ISSUES IN**

**TOURISM**

**DATE: 27TH JANUARY 2017 TIME: 08:30-10:30AM**

**INSTRUCTIONS TO CANDIDATES**

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

**SECTION A-25 MARKS**

1.

1. Identify safety and security issues that affect tourism **(5 marks)**
2. Briefly describe the 21st century tourist **(5 marks)**
3. Distinguish between a virtual and smart tourism destination **(5 marks)**
4. With use of an example from tourism, briefly describe the disaster preparedness cycle **(5 marks)**
5. Describe the drivers of globalization that affect the tourism industry **(5 marks)**

**SECTION B-45 MARKS**

1. Describe the service quality gaps as identified by the SERVQUAL model and state how they affect contemporary tourism service delivery **(15 marks)**
2. Assess the role of the East African Community in developing and promoting tourism in the region **(15 marks)**
3. a)Describe the role of SMEs in contemporary tourism development and management **(7 marks)**
4. What are the challenges facing tourism SMEs in Kenya today **(8 marks)**

5. a) Define the term knowledge based economy **(5 marks)**

b) Explain the benefits of knowledge management to tourism industry **(10 marks)**

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