**THE PRESBYTERIAN UNIVERSITY OF EAST AFRICA NAKURU ODEL TEACHING CENTRE**

**DEPARTMENT OF HOSPITALITY & TOURISM MGT**

**BSC IN HOSPITALITY &TOURISM MGT**

**END OF SEMESTER EXAMINATION; JANUARY-APRI, 2022**

**BTM101; INTRODUCTION TO TOURISM INDUSTRY**

**Date; January-April 2022 Time; 2 HOURS**

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**Instructions;** Answer Question **ONE** and any other **TWO**

**SECTION A**

1. **Differentiate between the following terms:**
2. **Recreation and Leisure (2 marks)**
3. **Ecotourism and Sustainable tourism (2 marks)**
4. **Cultural tourism and Religious tourism (2marks)**
5. **Ethnic tourism and Historical tourism. (2marks)**
6. **Elaborate on any four accessible supporting infrastructure essential for tourism activities (4 marks)**
7. **Assess any three roles of tourism industry in Kenya (4 marks)**
8. **Elaborate on the decision making process involved in tourism and recreational activities (4marks)**
9. **Explain why the management of tourism involves more than marketing (5marks)**
10. **Explain the significance of telecommunication skills in tourism industry. (5marks)**

**SECTION B**

1. **Public sector in generally play a vital role in tourism development. Discuss(10marks)**
2. **With relevant examples, discuss the impacts of tourism on host countries. (10 marks)**
3. **Discuss how organizations can account for the growth of international tourism in Africa. (10 marks)**
4. **Citing examples, explain the relationship between tourism, recreation and Leisure. (10 marks)**
5. **Explain the strategies used to promote ecotourism in developing countries. (10 marks)**
6. **Discuss why the travel agents are relevant in promoting tourism in relation to the changing nature of tourism distribution channels. (10marks)**