



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM376-3 SOCIOLOGY OF TOURISM

DATE: 16/8/2021

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS) (COMPULSORY)

Read the case study below and answer the questions that follow

An Unofficial Travel Advisory on Drug Tourism

Drug tourism is described as touring specifically for the intent of purchasing and consuming substances. These medications may not be accessible in the visitor's home homeland and might even be highly costly, necessitating a search for a supply of the drugs abroad. And suppose the medications are safe and inexpensive in certain situations. In that case, a user will embark on drug tourism for the explicit objective of consuming them because of a particular function or type of event that encourages drug celebrations. The medications may be used for personal or medical purposes, and the medicines themselves may be authorized (as in the case of alcohol, cigarettes, or marijuana in some states) or prohibited (as in the case of cocaine and substances obtained from psychedelic plants). According to The Guardian, Colombia's cocaine is so well-known that "the plant is now a tourism destination in itself." More tourists are traveling to rural parts of the state during their drug tourism, attracted by offers of attending a "the drug plant" where tourists can make their fresh drug dose which is the best practice during drug tourism. Those commitments, though, mask a horrible reality: unimaginable acts of brutality, abduction, and the risk of being trapped in the skirmish of a civil war that began in 1964. While the Colombian government's efforts to separate the state from its image as "the global market place for illicit substances" for the tourists on Drug Tourism as per the Foreign Policy and making tremendous advances towards the drug traffickers and guerilla networks that regulate the market (destroying one forty-four tons of the drug and 350k gallons of the substances in 2008 and damaging twenty-five percent of cocaine-producing substances in 2009), the illicit substance business continues to exist. Cocaine is a deeply addictive stimulant that raises your

consciousness, concentration, and activity levels. The treatment releases a large amount of dopamine, a normal brain chemical in your bloodstream, into the pleasure-controlling areas of your brain. The high is the result of this progression and is characterized by strong feelings of strength and attentiveness which can be harmful to the people who are on drug tourism. It's not surprising that certain visitors to Colombia on their drug tourism cannot avoid seeking the country's most popular drug, but the substance seems to be turning into a tourist destination for drug tourism in and of itself. In the same way that you try steak in Argentina and caipirinhas in Brazil, you try coke in Colombia. Colombia is attempting to distance itself from the picture of violence, narcotics, and suffering. The country is working hard to improve its foreign image, and the tourist department has a bold new slogan: "Colombia: the only risk is wanting to stay." Although, it is a positive move by the Government still Colombia remains a hot spot for tourists for their drug tourism. Sad to say, despite their best efforts to persuade people to reconsider this magnificent but confusing nation, some travelers appear to be focused on taking their own chances during their drug tourism. The native inhabitants of Amazonian Peru employed ayahuasca, a psychedelic drink developed from different varieties of herbs, trees, and bushes, for ritual and medicinal practices. As Village Voice says that, "it has achieved traction with many artists and interested travelers who set on drug tourism, want to get a better picture about themselves and a link to a higher intellect." Ayahuasca, on the other hand, is considered to induce vomiting, diarrhea, and psychiatric depression, and deaths as a consequence of ayahuasca use are not rare. In 2011, a British guy, affectionately nicknamed "shaman", sentenced to prison for consuming ayahuasca in a rehabilitation presentation for the tourists on drug tourism. Drug tourism' Participants at the festival were informed that the ayahuasca indeed could heal chronic ailments, particularly tumors, as per The Guardian. Ayahuasca produces compounds of dimethyltryptamine, a psychedelic in and of itself, and it is dimethyltryptamine that is in the UK's highest list of prohibited substances. In the United States, it is also classified as a Schedule I substance. An American teen on drug tourism died in 2012 after moving to Peru to participate in an ayahuasca ceremony. The shaman who gave that "unnecessarily high dose of ayahuasca" was captured by police. A teenager from the United Kingdom died in 2014 after drinking ayahuasca two times in two days. He was in the company of a party of visitors on drug tourism who had paid \$50 for the "shaman tour." After what seemed to be an adverse consequence to the ayahuasca, the 19 years old dead boy was discovered dropped on the front of the highway. Nevertheless, many people seeking relief from trauma, cancer, or alcoholism are drawn on drug tourism to Peru to see what ayahuasca has to bring. Taxi drivers connect people with shamans, likening the condition to how these substances are effective and popular among foreigners. Men's Journal examines the death of a U.S adolescent and highlights some of the potential risks of drug tourism. Of course, that there's no law governing the distribution of the narcotics, so visitors on drug tourism are at the hands of people who consider themselves "shamans," but they may be gang agents, robbers, or criminals, or who are merely inexperienced and unaware of the dangers of providing psychotropic medicines to innocents, easily influenced, and ignorant souls seeking to get drunk. Latin America is located near the borders of Peru and Colombia. Despite the fact that Latin America has indeed been engulfed in a drug war since 2006, with over 60,000 men murdered, the city of Tijuana maintains the most popular drug tourism destination for hundreds of hundreds of foreign American college students. Despite the US State Department releasing a travel notice for Latin America regarding drug tourism, Tijuana

prepared for a surge of more than 35,000 tourists on drug tourism in 2012. The escalating drug war was attributed to the killings of 120 Americans in the state the preceding year. According to Stratford Global Intelligence, because of widespread fear of fraud within Latin America's cop, most of them stay on the payroll of numerous drug gangs, constitutional implementation has been delegated to the military, and tourists who are on drug tourism to Latin America must be mindful of the fact. According to Forbes, people on drug tourism during the summer holiday reported consuming alcohol up to Eighteen beers in 12 hours, and the Vice cites statistics from the NIDA that show that “approximately twenty-five percent of eighteen to twenty-year adults” go on drug tourism for summer holiday adventures to celebrate, and not only with binge drinking, but other drugs also enjoyed in this “conformist merriment” include protein powder. According to the Atlantic, 500,000 high school tourists on drug tourism visit Panama City, Florida (the “drug tourism hub of the world) each year, buying “severe alcohol in abundance” and spending \$170 million in 6 weeks. Not surprisingly, the month of March saw an increase in violence in Panama City.

QUESTION ONE

- a) In reference to the above case study, explain five ways of how Latin America’s drug tourism has contributed to Social Vices in the community. (10 marks)
- b) Describe five measures that can be put in place to control drug tourism in Latin America. (10 marks)
- c) Do you think drug tourism has contributed to tourism growth in Latin America? Explain. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain five ways tourists can improve their intercultural communication skills, to promote peaceful coexistence with the host community. (10 marks)
- b) Identify a community in Kenya and Giving valid examples analyze Five aspects of its non-Material culture (10 marks)

QUESTION THREE (20 MARKS)

- a) Analyze five factors that will affect the ability of host communities to accommodate or tolerate tourism according to causation theory by Keyser(1979) (10 marks)
- b) Explain five factors that influence tourism mobility (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss Five types of tourists and clearly show how they adopt to local norms and traditions of the Host (15 marks)
- b) State five benefits you have gained from studying sociology of tourism (5 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five ways the hospitality and tourism industry have contributed to gender inequality (10 marks)
- b) Describe five ways one can promote sustainable tourism mobility in a destination. (10 marks)