



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 109-1: TOURISM PHILOSOPHIES AND PRACTICE

DATE: 16/6/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Consumer behavior studies why tourists choose to visit certain destinations and what motivates them to do so. Elaborate why it is important to study the behavior of tourists. (10 marks)
- b) Identify the five basic components of tourism (10 marks)
- c) Highlight five benefits of packaging to tourists. (5 marks)
- d) List five aspects that are key in designing tourists itinerary (5 marks)

QUESTION TWO (20 MARKS)

- a) Using Kenyan examples discuss the characteristics of tourism products. (10 marks)
- b) Describe in detail five factors that affect the environment in which tourism in Kenya operates in (10 marks)

QUESTION THREE (20 MARKS)

- a) Tourists packages prices vary from one tour company to the other and from time to time. Analyze five factors that influence the pricing of such packages (10 marks)
- b) Describe five external motives in tourism that can influence tourists and pull them towards a certain destination. (10 marks)

QUESTION FOUR (20 MARKS)

The Covid 19 pandemic has emerged as one of the greatest challenges facing the world today.

- a) Discuss seven impact of the pandemic on destination Kenya. (14 marks)
- b) Evaluate the strategies that tour operators need to put in place in order to recover after Covid 19 pandemic (6 marks)

QUESTION FIVE (20 MARKS)

Tourism contributes to both positive and negative impacts..

- a) Discuss five negative impacts of Tourism on the environment (10 marks)
- b) Discuss five positive economic impacts of tourism (10 marks)