



MACHAKOS UNIVERSITY
University Examination for 2021/2022 Academic Year
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
FIRST YEAR SUPPLEMENTARY EXAMINATION FOR BACHELOR OF SCIENCE
(HOSPITALITY AND TOURISM MANAGEMENT)
HTM109-1: - TOURISM PHILOSOPHIES

DATE

TIME

INSTRUCTIONS: Answer Question One (Compulsory) and any other Two questions

QUESTION ONE

1.
 - a. Outline 5 Factors that influenced people to travel during the Empire Era. (5 marks)
 - b. Outline five factors that one must satisfy to be considered as a tourist. (5 marks)
 - c. Using examples outline three types of Tourism. (6 marks)
 - d. Using Plogs model Explain three categories of Tourists (6 marks)
 - e. Outline eight factors that motivate people to travel (8 marks)

SECTION 2.

- a. The tour brochure is an essential marketing tool for any tour operator seeking to develop and sustain competitiveness in the industry. Briefly illustrate the principal contents of the tour brochure. (10 marks)
- b. Describe in detail five negative socio cultural impacts of Tourism (10marks)
3.
 - a. Describe in details how Maslow's Hierarchy of needs can be applied to the Tourism Sector. (10Marks)
 - b. Outline Ten Economic benefits of Tourism to The local community and the government (10 Marks)

4.

- a. Explain in details four factors that affect the environment in which Tourism operates in. (8 marks)
- b. Highlight four Components of Tourism (4 marks)
- c. Clearly outline four differences between intrinsic and Extrinsic tourist behavior (8 marks)

5.

- a. Tourism is an ever changing industry. Some previously unknown or unnoted forms of tourism are being established today. Describe five new such trends in Tourism (10 Marks)
- b. Explain five characteristics of Tourism products (10 Marks)