MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

BTM 057: INTRODUCTION TO TRAVEL GEOGRAPHY

DATE: 11/12/2017   **TIME: 2:00 – 4:00 PM**

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a) Explain how the following features contribute to the growth of the tourism industry in the world:

    i.   Forests

    ii.   Lakes & Seas

    iii.   Rivers

    iv.   Mountains

    v.   Valleys   (10 marks)

    b) Describe FIVE (5) types of rooms available for the traveler to choose from

                                                                                                                (10 marks)

    c) Identify the official 3 letter codes for the following cities

    i.   Nairobi

    ii.   New York

    iii.   Mexico City

    iv.   Rio de Janeiro

    v.   Washington DC   (5 marks)

d) Advise a group of 10 Machakos University students travelling to the Kenyan coast for an excursion on the best mode of transport to use. Give reasons for the choice (5 marks)

2. a) Identify FIVE (5) popular destinations in Africa. Highlight what they are popular for. (10 marks)

   b) Describe FIVE different international events that have been hosted by Kenya in the recent past. (10 marks)

3. a) Describe FIVE barriers that may hinder an individual from travelling (10 marks)

   b) Explain FIVE facilitators to travel (10 marks)

4. a) Identify FIVE travel destinations in Kenya (5 marks)

   b) Explain why each is unique (10 marks)

   c) Recommend the most suitable mode of transport to the destination from JKIA (5 marks)

5. a) State FIVE major international travel and tourism organizations and their roles (10 marks)

   b) Explain the 5As essential to a successful destination (10 marks)