



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 109: TOURISM PHILOSOPHIES AND PRACTICES

DATE: 25/7/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

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)
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 (10 marks)
3.
 - a) Describe in details how Maslow's Hierarchy of needs can be applied to the Tourism Sector. (10 marks)
 - 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)