



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 373-3: TOURISM AND TRAVEL GEOGRAPHY

DATE: 9/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in world Geography for Tourism (10 marks)
 - i) Tourism
 - ii) Travel Geography
 - iii) Human Geography
 - iv) Physical Geography
 - v) Climate
- b) Describe the five components of the tourism product. (5 marks)
- c) Highlight five roles played by transport in Tourism industry (5 marks)
- d) Using examples Identify five major physical geography features in Kenya (5 marks)
- e) List five factors that influence world climatic regions (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss five aspects of Human Geography and how they influence tourism. (10 marks)
- b) Describe five factors inhibiting growth of tourism in Africa (10 marks)

QUESTION THREE (20 MARKS)

- a) i) Define longitudes and latitudes (2 marks)
- ii) Calculate the time in Calcutta which is 96 degrees east, if it is 9.00am in Munich which is 11 degrees east (3 marks)
- iii) What time is the local time of a place located at longitude 30 degrees west if at the Greenwich it is 12 noon (3 marks)
- iv) What time will it be in New York which is located at longitude 74 degrees west, if it is 12noon in London. (3 marks)
- b) List the countries or cities where the following facts of the African continent are found; (9 marks)
- i) Largest city in Africa -
- ii) Highest Mountain-
- iii) Largest lake-
- iv) Deepest lake –
- v) Longest river –
- vi) Only desert in Africa Inhibited by Elephants, Rhino, Giraffe and Lion-
- vii) Largest Country-
- viii) Smallest country-
- ix) Second largest Canyon in the world-

QUESTION FOUR (20 MARKS)

- a) A country with a population of 10 million inhabitants has;
- 3.0 million inhabitants take one trip of one night or more i.e. $3 \times 1 = 3.0$ million trips
- 1.5 million inhabitants take two trips of one night or more i.e. $1.5 \times 2 = 3.0$ million trips
- 0.4 million inhabitants take three trips of one night or more i.e. $0.4 \times 3 = 1.2$ million trips
- 0.2 million inhabitants take four trips of one night or more i.e. $0.2 \times 4 = 0.8$ million trips
- 5.1 million inhabitants take at least one trip = 8.0 million trips
- Calculate the following;
- Net travel propensity (3 marks)
- Gross travel propensity (3 marks)
- Travel frequency (2 marks)
- b) Describe how life cycle determinants affect demand for tourism (12 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five factors that have contributed to growth of Kenya as a tourism Destination.
(10 marks)
- b) Discuss the effect of future prospects and emerging trends of tourism on the tourism industry in Kenya?
(10 marks)