



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE

IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 109-1: TOURISM PRINCIPLES AND PRACTICE

DATE: 3/5/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) Describe the following words as used in tourism (10 marks)
 - i. Attractions
 - ii. Destination
 - iii. Excursionist
 - iv. Intermediaries
 - v. Itinerary
- b) Outline 5 Factors that influenced people to travel during the Empire Era. (5 marks)
- c) Identify five benefits of Packaging to tourism operator (5 marks)
- d) List five determinants of demand (5 marks)
- e) List five reference materials used by tour operators when organizing a tour (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe five factors that influence tour costing (10 marks)
- b) Describe five characteristics of a tourism product (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the five factors that affect the environment in which tourism operates in (10 marks)
- b) Describe five types of tourism (5 marks)
- c) Discuss 5 characteristics of tour operators. (5 marks)

QUESTION FOUR (20 MARKS)

- a) Interpret how Maslows Hierarchy of needs can be applied to the Tourism Sector. (10 marks)
- b) Describe five components of the tourism supply (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss in details five negative Economic impacts of Tourism to The local community and the government (10 marks)
- b) Tourism is an ever changing industry. Some previously unknown or unnoted forms of tourism are being established today. Discuss five new such trends in Tourism (10 marks)