



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 109-1: TOURISM PHILOSOPHIES AND PRACTICE

DATE: 9/12/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: COMPULSORY

QUESTION ONE (30 MARKS)

- a) Outline 5 Factors that influenced people to travel during the Empire Era. (5 marks)
- b) Describe Characteristics associated with tourism. (5 marks)
- c) With use of examples outline three types of Tourism. (6 marks)
- d) Using Plogs model discuss three categories of Tourists (6 marks)
- e) Outline eight operating sectors in the tourism industry (8 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Describe five factors that affect the tourists behaviour (10 marks)
- b) Describe in detail five factors that affect the environment in which tourism operates (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss in details how Maslow's Hierarchy of needs can be applied to the Tourism Sector. (10 marks)
- b) Describe five factors that will shape future demand (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss in details five Economic benefits of Tourism to The local community and the government (10 marks)
- b) Describe the four components of tourism supply (4 marks)
- c) Clearly outline three differences between intrinsic and Extrinsic tourist behavior. (6 marks)

QUESTION FIVE (20 MARKS)

- a) 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)
- b) Describe the categories of tourism supply components (10 marks)