

MACHAKOS UNIVERSITY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

FIRST YEAR SUPPLEMENTARY/SPECIAL EXAMINATION FOR THE AWARD OF DEGREE IN BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

HTM 109 : TOURISM PHILOSOPHIES AND PRACTICES

SEMESTER : JULY 2019

TIME : 2 HOURS

Instruction to Candidates;

Answer all questions in section 1

Answer only 2 questions in section 2

SECTION 1

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)

SECTION 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 (10marks)

3.

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

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)