



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM OPERATION**

HTM 105: TOURISM PHILOSOPHIES AND PRACTICES

DATE: 30/5/2017

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

1.
 - a) Define tourism according to UN-WTO. (4 marks)
 - b) Briefly discuss the historical development of tourism between 19th and 20th century. (6 marks)
 - c) Highlight the basic elements in a tourism system. (5 marks)
 - d) Briefly explain eco-tourism as a form of sustainable tourism development. (4 marks)
 - e) Highlight the characteristics of business travelers. (6 marks)
 - f) Briefly explain the role of age, sex and physical condition factors in influencing travel motivation. (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION.

2.
 - a) Illustrate the travel motivations that influence the decision to travel (10 marks)
 - b) Explain the unique nature of tourism products. (10 marks)

3. a) Using Butler's model of tourist area cycle, discuss the characteristics of a destination at each stage of the cycle. (12 marks)
- b) Discuss the merits of community based tourism (8 marks)
4. Different sectors of the tourism industry are performing their particular roles in contributing to the success of a destination.
- a) Explain the roles of the public sector in enhancing growth. (10 marks)
- b) Examine the functions of the Tourism Regulation Authority (10 marks)
5. a) Explain the social impacts of tourism (10 marks)
- b) Explain the positive cultural impacts of tourism. (10 marks)