



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J10)

INTRODUCTION OF TOURISM

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

SECTION A

(Answer **ALL** questions)

- Q.1 (a) Define the following terms as used in the study of tourism.
- (i) Tourism
 - (ii) Tourist
 - (iii) Excursionist
 - (iv) Eco-tourism
 - (v) Mass tourism (10 marks)
- (b) (i) List any **FIVE** factors which contributed to growth of tourism during the roman empire. (5 marks)
- (ii) Outline **FIVE** major factors that have led to rapid development of tourism in modern time. (5 marks)
- (c) Differentiate the following forms of tourism.
- (i) Domestic tourism and International tourism. (4 marks)
 - (ii) Inbound and outbound tourism. (4 marks)
 - (iii) National and Internal tourism. (2 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 (a) Give an historical account on the development of tourism. (10 marks)
- (b) Discuss the **FIVE** basic components of tourism. (10 marks)
- Q.3 Using examples from Kenya, discuss the impacts of tourism under the following:
- (i) Economic impacts
 - (ii) Socio-cultural impact
 - (iii) Environment impacts. (20 marks)
- Q.4 (a) Define the term “motivation”. (2 marks)
- (b) With the aid of a diagram explain Maslow’s hierarchy of needs and

its application in travel motivation.

(10 marks)

Q.5 Critically analyse the role of Kenyan government in tourism development. (20 marks)