



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM A09)

INTRODUCTION TO 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 associated with tourism.
- (i) Work
 - (ii) Leisure
 - (iii) Recreation
 - (iv) Travel
 - (v) Tourism (10 marks)
- (b) As a student of economics, explain what the study of economics involves. (10 marks)
- (c) Explain the socio-psychological determinants of tourism. (10 marks)

SECTION B

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

- Q.2 (a) Highlight factors influencing supply. (12 marks)
- (b) Explain socio-economic problems associated with fixing prices. (8 marks)
- Q.3 Identify **TEN** organizations in Kenya involved in Tourism as an economic activity. (20 marks)
- Q.4 The private sector is an important member of stakeholders in tourism. Explain its roles in tourism. (20 marks)
- Q.5 Discuss the negative economic impacts of tourism. (20 marks)