



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE:**

**DIPLOMA IN TOURISM MANAGEMENT (DTMS16)**

**BHT 2101: FUNDAMENTALS OF TOURISM**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE: Pick Date DECEMBER 2016**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

**Do not write on the question paper.**

---

## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- I. Define the following terms as used in the study of tourism**
  - a. Tourist
  - b. Tourism
  - c. Excursionist
  - d. Destination
  - e. Sustainable tourism (10 marks)
- II. Highlight any five economic impacts of tourism (10 marks)**
- III. Outline the different forms of tourism using geographical classification (10 marks)**

## **SECTION B (Answer only TWO questions)**

### **QUESTION TWO**

**Explain FIVE service characteristics unique to the tourism product and other services (20 marks)**

**QUESTION THREE**

- a. **With the use of a diagram, describe Leiper's model of tourism system. (10 marks)**
- b. **Discuss any four categories of tourism motivation (10 marks)**

**QUESTION FOUR**

Using examples of the Kenyan coast as a tourist destination, explain the five destination mix elements

(20 Marks)

**QUESTION FIVE**

**Discuss challenges facing tourism growth and development in Kenya.**

(20 Marks)