



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J10)

## **TOURISM ECONOMICS**

END OF SEMESTER EXAMS

**SERIES:** APRIL, 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) As a travel consultants you are to explain to a group of walk in clients the benefits of buying tour packages from the tour operator. Explain **FIVE** such benefits. (10 marks)
- (b) You are to describe to a class of tourism student the different tours that may be available to tourists to a particular tourist destination. Explain such FIVE tours. (12 marks)
- (c) Explain **FIVE** advantages of tourists buying tour packages rather than buying the different elements of the tour separately. (10 marks)

**SECTION B**

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

- Q.2 (a)