



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

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

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J10)

## **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) Explain the following terms:
- (i) Tourism
  - (ii) Economics
  - (iii) Desire
  - (iv) Demand
  - (v) Supply (10 marks)
- (b) Discuss **FIVE** components of tourism product found in Kenya. (10 marks)
- (c) (i) Discuss the different types of utility. (5 marks)
- (ii) Highlight determinant of utility. (5 marks)

**SECTION B**

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

- Q.2 Explain the positive economic impacts of tourism in Kenya. (20 marks)
- Q.3 Highlight economic determinant of tourism demand in the industry. (20 marks)
- Q.4 Discuss disadvantages of price decontrol in an economy. (20 marks)
- Q.5 “Tourism is among the leading foreign exchange earner in Kenya”. Explain the role of Kenya government in tourism development. (20 marks)