



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) (i) List and describe the **FOUR** basic travel motivators. (5 marks)
- (ii) Describe the concept of “Grand Tour”. (5 marks)
- (b) (i) Define Domestic Tourism. (2 marks)
- (ii) Outline **EIGHT** strategies the Kenyan Government can use to develop domestic tourism. (8 marks)
- (c) Discuss the various strategies that can be used to minimize the negative impacts of tourism in a destination. (10 marks)

SECTION B

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

- Q.2 Discuss the different typologies of tourism. (20 marks)
- Q.3 “Tourism is as old as civilization”. Discuss. (20 marks)
- Q.4 (a) Identify and describe the **FOUR** major types of tours. (20 marks)
- (b) Discuss the importance of the following element in a destination.
- (i) Accommodation
 - (ii) Access
 - (iii) Activities
 - (iv) Amenities
 - (v) Attractions. (10 marks)
- Q.5 Discuss the costs and benefits of developing tourism in a destination. (20 marks)