



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

**FIRST YEAR, FIRST SEMESTER MAIN EXAMINATIONS
FOR DIPLOMA
OF
HOSPITALITY AND INSTITUTIONAL MANAGEMENT**

COURSE CODE: DHIM 003

COURSE TITLE: INTRODUCTION TO TOURISM MANAGEMENT

DATE: 15TH DECEMBER 2023

TIME: 9 A.M. – 11 A.M.

INSTRUCTIONS TO CANDIDATES

Answer all questions in SECTION A and B

Answer two questions from section C.

MMUST observes ZERO tolerance to examination Cheating
This paper consists four printed Pages. Please Turn Over

SECTION A: Answer All Questions (10 Marks).

1. What is the primary goal of tourism management?
 - A. To maximize profits for tourism businesses.
 - B. To provide a positive and enjoyable experience for tourists.
 - C. To increase the number of tourists visiting a destination.
 - D. To promote the cultural heritage of a destination.

2. SWOT analysis is _____.
 - A. A method of analyzing the strengths, weaknesses, opportunities, and threats of a destination.
 - B. A method of analyzing the financial performance of a tourism business.
 - C. A method of analyzing the cultural heritage of a destination.
 - D. A method of analyzing the environmental impact of tourism activities.

3. What is a tourism product?
 - A. The physical goods and services offered by a tourism business.
 - B. The overall experience offered by a destination.
 - C. The cultural heritage and natural attractions of a destination.
 - D. All of the above.

4. Ecotourism is a form of _____.
 - A. Mass Tourism.
 - B. Alternative Tourism.
 - C. Sustainable Tourism.
 - D. All of the above.

5. Headquarter of World Tourism Organization is situated in;
 - A. Switzerland.
 - B. Greece.
 - C. Italy.
 - D. Spain.

6. Itinerary is also known as _____.
 - A. Tour product.
 - B. Tour plan.
 - C. Travel facilities.
 - D. Tour services.

7. What is a cultural tourism?
- A. Tourism that focuses on the cultural heritage and history of a destination.
 - B. Tourism that focuses on outdoor activities and adventure.
 - C. Tourism that focuses on luxury and exclusivity.
 - D. Tourism that focuses on environmental conservation.
8. _____ is destination loyalty.
- A. A strong preference for a particular destination by tourists.
 - B. A strong preference for a particular tourism business by tourists.
 - C. A strong preference for a particular type of accommodation by tourists.
 - D. A strong preference for a particular type of tourism activity by tourist.
9. _____ is one of the features of the tourism product.
- A. Tangibility.
 - B. Separabililty.
 - C. Intangibility.
 - D. Storability.
10. The place at which a traveler terminates his journey is called _____.
- A. Excursion.
 - B. Destination.
 - C. Domestic Tourism.
 - D. Mass Tourism.

SECTION B: 20 MARKS

ANSWER ALL QUESTIONS

- 11.i) Define Tourism. (1 Mark)
ii) Outline **FOUR** common types of Tourism in Kenya. (4 Marks)
- 12.State **FIVE** important functions of a Tour Operator. (5 Marks)
- 13.Outline **FIVE** A's of Tourist Destination. (5 Marks)
- 14.State the meaning of the following terms; (5 Marks)
- a) Travel Agency.
 - b) Tour Package.
 - c) United Nations World Tourism Organization (UNWTO).
 - d) Visa.
 - e) Passport.

SECTION C: THIS SECTION CONTAINS THREE QUESTIONS EACH FIFTEEN MARKS. ANSWER ANY TWO (30 MARKS)

- 15.Discuss the Social-cultural effects of Tourism in Kenya. (15 Marks)
16. With the aid of an illustration, explain the major types of Tourists as classified in Plogs theory. (15 Marks)
- 17.Discuss New Tourism Trends that have influenced tourism planning and have allowed destination strategies to stay positive. (15 Marks)