



(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 THE DEGREE**

**IN**

**B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT**

**COURSE CODE: PNH 115/BHM 108**

**COURSE TITLE: INTRODUCTION TO TOURISM MANAGEMENT**

**DATE: 15<sup>TH</sup> DEC. 2023**

**TIME: 12:00 PM – 2:00 PM**

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**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: This section contains MCQS of 1 mark each. Answer all questions.**

- 1) Tourists can be **BEST** defined as: -
  - A. People arriving with or without a contract of work to take up an occupation, or engage in any business activity in the country.
  - B. People coming to establish a residence in the country.
  - C. Students and young people in boarding establishments or schools.
  - D. People arriving in the course of sea cruising.
- 2) A tourist will be motivated to travel to Kenya by:
  - A. To search for employment opportunities.
  - B. To visit friends and relatives.
  - C. To study.
  - D. To reside and start a family.
- 3) \_\_\_\_\_ is **NOT** a type of tourism.
  - A. Mass Tourism.
  - B. Alternative tourism.
  - C. Cultural tourism.
  - D. Residential tourism.
- 4) The following factors will influence the running of tourism industry **EXCEPT**:
  - A. Attractions.
  - B. Motivation.
  - C. Accommodation.
  - D. Accessibility.
- 5) An intrinsic traveler will be motivated by:
  - A. Attitude of the tourist.
  - B. Age of the tourist.
  - C. Social class of the tourist.
  - D. Market.

- 6) Which of the following is a social need according to Maslow's pyramid of motivation?
- A. Need for intimacy.
  - B. Need for acceptance and respect from others.
  - C. Freedom from fear.
  - D. None of the above.
- 7) \_\_\_\_\_ will affect the tourist behavior.
- A. Place of origin.
  - B. Tourism destination.
  - C. Geographical factors.
  - D. All the above.
- 8) \_\_\_\_\_ is a characteristic of niche tourism.
- A. The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves.
  - B. The tourists mainly desire for souvenirs and site-seeing.
  - C. The tour operators generally suggest famous places and there is comparatively less study done on the destination place.
  - D. None of the above.
- 9) \_\_\_\_\_ is a natural tourism attraction.
- A. National parks
  - B. Historical buildings
  - C. Sporting facilities
  - D. Transport and rides
- 10) \_\_\_\_\_ is a positive social impact of tourism to the destination.
- A. Culture shock
  - B. Increase in crime rates
  - C. Neo-colonialism
  - D. Chance to meet new people and network

**SECTION B: This section contains 5 short answer questions of 4 marks each. Answer all questions. (20 MARKS)**

- 11) Explain any **TWO** characteristics of tourism products (4 marks)
- 12) . Describe **ANY TWO** models of tourism (4 marks)
- 13) Identify any **TWO** types of tourists as classified by Cohen (4 marks)
- 14) Explain the **ANY TWO** elements of a geographical composition of a tourism destination (4 marks)
- 15) Define the following types of destinations
  - A. Centered destination (2 marks)
  - B. Base destination. (2 marks)

**SECTION C: This section contains 3 essay questions of 15 marks each. Answer any two questions (30 MARKS)**

- 16) Describe **FIVE** ways how the Kenyan Government can regulate the tourism activities for sustainable development of the industry. (15marks)
- 17) Tourism is a double edged sword. As much as it has positive effects to a destination, it can also have negative effects. Discuss **FIVE** negative effects of tourism. (15 marks).
- 18) Discuss how the following factors affects tourism growth in Kenya. (15 marks)
  - i. Environmental factors.
  - ii. Political factors
  - iii. Social factors.
  - iv. Technological factors.
  - v. Economic factors.