



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF

SCIENCE IN HOSPITALITY MANAGEMENT

HTM 111: TRAVEL TOURISM CONCEPTS AND PERSPECTIVES

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a. Discuss the following approaches to the study tourism
 - i. Institutional. (5 marks)
 - ii. Product. (5 marks)
 - iii. Economic. (5 marks)
 - iv. Geographical. (5 marks)
 - v. Historical. (5 marks)
- b. Describe five requirements for one to be in the tourism industry work industry. (5 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a. Describe three components of the tourism industry. (9 marks)
- b. Explain the role the following play in the organisational aspect for tourism.
 - i. Resources. (2 marks)
 - ii. Space. (2 marks)
 - iii. Entrepreneurship. (2 marks)
- c. Discuss the impact or infrastructure a tourism development. (5 marks)

QUESTION THREE (20 MARKS)

With recent developments tourism is also morphing to conform to them describe five changing facets of tourism. (20 marks)

QUESTION FOUR (20 MARKS)

Discuss the following trends and how they inform the perspective of tourism. (20 marks)

- i. Technology
- ii. Innovation
- iii. New destinations
- iv. Pandemics and diseases outbreak