



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

HTM213: TOURISM PSYCHOLOGY AND BEHAVIOUR

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. Define the following terminologies in relation to tourist psychology. (10 marks)
 - i. Perception
 - ii. Motivation
 - iii. Behaviour
 - iv. Psychology
 - v. Emotions
- b. Explain the preparation of tourism packages in travel and tours offices. (4 marks)
- c. Discuss how the following factors impact on a potential tourist
 - i. Push factor. (5 marks)
 - ii. Pull factor. (5 marks)
- d. Describe how the following factors influence tourist activities
 - i. Lifestyle. (3 marks)
 - ii. Work. (3 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

There are many theories that have been brought as to influence or inform tourist decisions. Discuss the following motivation theories as they apply to tourism. (5 marks)

- i. Maslow's need hierarchy theory of motivation
- ii. Expectancy theory
- iii. Gray's travel motivation theory
- iv. Cohens types of tourist theory

QUESTION THREE (20 MARKS)

Plog's model focuses on describing the standard evaluation in destination with the aid of a diagram, explain the characteristics of tourist type as listed below

- i. Allocentrics. (4 marks)
- ii. Psychocentrics. (4 marks)
- iii. Mid-centrics. (4 marks)
- iv. Near- allocentrics and near -psycho-centrics. (4 marks)
- v. The diagram earns four. (4 marks)

QUESTION FOUR (20 MARKS)

- a. Discuss two trends that inform tourist motivation and behaviour. (10 marks)
- b. Describe the following terms in relation to tourists behaviour (10 marks)
 - i. Learning
 - ii. Technology
 - iii. Personality
 - iv. Environment
 - v. Marketing