



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER**

### **BACHELOR HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 206**

**COURSE TITLE: TOURISM PRINCIPLES, PHILOSOPHIES AND PRACTICES**

**DATE: 7 APRIL 2017**

**TIME: 8.00 AM – 11.00 AM**

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#### **INSTRUCTIONS TO CANDIDATES**

- 1. SECTION A IS COMPULSORY.**
- 2. SECTION B: ANSWER ANY OTHER THREE QUESTIONS.**
- 3. DO NOT WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.**
- 4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.**

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## SECTION A IS COMPULSORY: (40 MARKS)

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### Question 1

#### *Case study scenario*

- a) Some tourist generating countries appear to set double standards in their expectations of tourist behavior. Many hold that for tourists visiting their country, the saying, “*when in Rome, do as the Romans do*” offers appropriate guidance, yet when travelling abroad themselves, many insists on standards and customs familiar in their own countries, including types of food not readily available and patterns of dress not acceptable in developing countries like Kenya. In this they would appear to be applying another saying, “*he who pays the piper call the tune*”.

**Source:**

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2008). *Tourism Principles and Practices*. Pearson Education Limited.

In the light of this scenario, discuss **FIVE** ways in which Kenya as a tourist destination would highly benefit from the first saying: ‘*When in Rome, do as the Romans do.*’

[10]

- b) Developments have always led to changes in tourist demand and faced service providers in tourism with substantial need to adjust. The survival of the tourist industry depends decisively on recognizing relevant trends and allowing for understanding them in good time. With regard to the statement, establish and explain **FIVE** future prospects and emerging trends in the tourism industry.
- c) The tourism satellite account (TSA) is the agreed approach to defining the tourism sector as it measures the goods and services purchased by visitors to estimate the size of the tourism economic sector (WTO, 2001). In the light of this statement, explain **FIVE** reasons as to why this type of an account is important in Kenya as a tourist destination. [10]
- d) With examples, analyze **FIVE** classifications of tourism based on origin. [10]

## SECTION B: Answer any Three Questions (60 Marks)

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### Question 2

- a) The tourism services sector is made up of the organizations, associations, government agencies and companies that specialize in serving the needs of the tourism industry as a whole rather than the needs of travelers specifically. Those working in tourism services include people who research tourism trends, advertise and market tourism products, educate or inform others about tourism, and those who distribute general tourism information, like statistics. By singling out the people who research tourism trends, evaluate **FIVE** reasons why many tourism destinations in the world strongly need their services. **[10]**
- b) It is difficult for most tourist destination marketing organizations to keep pace with the evolution of new technologies, the emergence of innovative advertising strategies, the changes in the consumer market, and the growing competition. In this regard, discuss **FIVE** reasons why it the case in Kenya as a tourist destination. **[10]**

### Question 3

- a) Even though organic destination image is not controllable, explain **FIVE** ways in which tourism organizations and the community at large in Kenya as a tourist destination may use to 'control' this image. **[10]**
- b) Write brief notes on the following concepts of demand giving relevant examples in each.
- i) Suppressed demand. **[02]**
  - ii) Deferred demand. **[02]**
  - iii) Redirection of demand. **[02]**
  - iv) Substitution of demand. **[02]**
  - v) Potential demand. **[02]**

**Question 4**

- a) Discuss **FIVE** socio-psychological determinants of travel decisions explaining how each may affect the choice of a holiday destination. **[10]**
- b) Today, tourism is one of the largest and dynamically developing sectors of external economic activities in the world and Kenya in particular. While this is the case, tourism has negatively affected the economic development of many destinations specifically in the developing countries such as Kenya. By indicating your level of agreement with this statement, discuss **FIVE** reasons that supports your answer (s). **[10]**

**Question 5**

- a) Using Kenya as a tourist destination, analyze **FIVE** reasons as to why tourism can be regarded as an economic sustainable industry. **[10]**
- b) Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience. However, many tourism destinations have pursued development without proper planning and without considering the many impacts such development will bring to the community. In the light of this statement, discuss **FIVE** points why Kenya as a tourist destination has pursued development of her tourism without proper planning. **[10]**