



GRE TSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

DIPLOMA IN TRAVEL & TOURISM MANAGEMENT

COURSE CODE: DTTM 011

COURSE TITLE: INTRODUCTION TO TRAVEL AND TOURISM

DATE: 12 MAY 2021

TIME: 8.00 AM – 11.00 AM

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: COMPULSORY QUESTIONS

QUESTION ONE

- a) Explain the following demands
- (i) Actual demand [1 Mark]
 - (ii) Suppressed demand [1 Mark]
 - (iii) No demand [1 Mark]
 - (iv) Substitution demand [1 Mark]
 - (v) Redirection demand [1 Mark]
- b) Name three tangible elements in tourism [3 Marks]
- c) Highlight three requirements that make travel possible [3 Marks]
- d) Highlight four functions of a marketing plan. [4 Marks]
- e) Outline four positive environmental impact resulting in tourism activities [4 Marks]
- f) Name the four marketing stimuli [4 Marks]
- g) State the five steps that make up the consumer buying behavior [5 Marks]
- h) Highlight five economic benefits of tourism [5 Marks]
- i) Name seven elements of ecotourism [7 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Give five reasons as to why an increasing number of people engage in tourism [10 Marks]
- b) Using a diagram describe the destination area life cycle [10 Marks]

QUESTION THREE

- a) Explain the following characteristics of the travel and tourism product
- (i) Intangible [2 Marks]
 - (ii) Highly perishable [2 Marks]
 - (iii) Composite product [2 Marks]
 - (iv) Unstable demand [2 Marks]
 - (v) Absence of ownership [2 Marks]
- b) Explain the five inventories of the various attractions which are significance in tourism [10 Marks]

QUESTION FOUR

- a) Highlight five modes that may be used to access a destination [5 Marks]
- b) Describe five different perspectives on the study of tourism. [15 Marks]

QUESTION FIVE

- a) Highlight five principals involved in nature tourism. [10 Marks]
- b) Explain the five factors affecting the scale of socio-cultural impacts [10 Marks]