



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS SEPTEMBER - DECEMBER 2021 SEMESTER**

### **DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT**

**COURSE CODE: DTTM 011**

**COURSE TITLE: INTRODUCTION TO TRAVEL & TOURISM**

**DATE: 16 NOVEMBER 2021**

**TIME: 11.30 AM - 2.30 PM**

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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: COMPULSORY

### Question One

- a) Define the term excursionist [2 Marks]
- b) Highlight **four** travel motivations in the hospitality industry. [4 Marks]
- c) Describe **four** factors affecting the scale of socio-cultural impacts of tourism. [4 Marks]
- d) Explain **three** types of consumer problem solving behavior. [6 Marks]
- e) Identify **six** Eco lodges in Kenya. [6 Marks]
- f) Differentiate between the following;
  - i) Inbound tourism and out bound tourism [2 Marks]
  - ii) Actual demand and suppressed demand [2 Marks]
  - iii) Wanderlust and sun lust [2 Marks]
  - iv) Travel and tourism [2 Marks]
- g) With the aid of a diagram explain a tourist destination life cycle. [10 Marks]

## SECTION B: ANSWER ANY THREE QUESTIONS

### Question Two

- a) Highlight **four** reasons why a tour operator needs to conduct market research. [4 Marks]
- b) Describe **four** characteristics of the travel and tourism product. [8 Marks]
- c) Explain **four** principles of ecotourism. [8 Marks]

### Question Three

- a) Identify **four** tourist attractions in Kenya. [4 Marks]
- b) Describe **four** characteristics of an Eco destination. [8 Marks]
- c) Explain **four** functions of a marketing plan. [8 Marks]

### Question Four

- a) Highlight **four** positive environmental impacts of tourism in Kenya. [4 Marks]
- b) Discuss **four** characteristics of ecology management. [8 Marks]
- c) Describe **four** aspects that form the content in a typical marketing plan. [8 Marks]

### Question Five

- a) Discuss **five** perspectives on the study of tourism. [10 Marks]
- b) With the aid of a diagram explain the consumer buying decision process. [10 Marks]