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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY MANAGEMENT

DHM 1604 – INTRODUCTION TO TRAVEL TOURISM AND TOUR OPERATIONS

Date: 12th April, 2018

Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Discuss the importance to tourism in Kenya (5 Marks)
- b) Identify and describe the characteristics of tourism (5 Marks)
- c) State the forms of tourism and explain four major types of tourism practiced in Kenya (10 Marks)
- d) Define the following terms:-
- i. Tourism
 - ii. Tourist
 - iii. Travel
 - iv. Tourist destination
 - v. Excursionist
- i. (10 Marks)

QUESTION TWO (20 MARKS)

- a) State the benefits of travel and tours in Kenya (10 Marks)
- b) With illustrations, identify and explain the components of the tourism system (10 Marks)

QUESTION THREE (20 MARKS)

- a) Identify and describe the various types of travel documents (10 Marks)
- b) Discuss the factors considered when classifying and Rating of hospitality establishments (10 Marks)

QUESTION FOUR (20 MARKS)

- a) With an illustration explain the travel distribution chain and the role of each (8 Marks)
- b) Mention and differentiate the types of tour operators (6 Marks)
- c) Explain the types of tours (6 Marks)

QUESTION FIVE (20 MARKS)

Discuss the following impacts of tourism

- i. Social (5 Marks)
- ii. Cultural (5 Marks)
- iii. Economic (5 Marks)
- iv. Environmental (5 Marks)