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University Examinations 2024/2025

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

AFH 3101: INTRODUCTION TO TOURISM MANAGEMENT

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS:

- *Answer Question ONE and any other TWO questions*
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QUESTION ONE (30 MARKS)

- a) Briefly explain the concept of a tourism product and discuss its key components. (5 marks)
- b) Highlight the role of technology in the tourism industry and provide examples of its applications. (5 marks)
- c) List five factors motivating people to travel, using Maslow's Hierarchy of Needs framework. (5 marks)
- d) Describe five roles of the Ministry of Tourism & Wildlife in Kenya. (5 marks)
- e) Identify any five elements that comprise the supply components of the tourism system. (5 marks)
- f) Outline five natural attractions that make the Kenyan Coast a popular tourist destination. (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss five emerging trends facing the tourism industry today, and suggest the actions that need to be taken by the Ministry of Tourism to align with the positive trends (10 marks)

- b) Discuss five importance of accessibility in tourism development and provide examples of how it can be improved. (10 marks)

QUESTION THREE (20 MARKS)

- a) Analyze five socio-cultural impacts of tourism on local communities, focusing on both positive and negative effects. (10 marks)
- b) As a new director of a new conservation organization in your county, explain five approaches that you could formulate to minimize the negative effects of tourism activities on the environment (10 marks)

QUESTION FOUR (20 MARKS)

- a) As a tourism manager, identify and discuss five key challenges faced by the tourism industry in developing countries. (10 marks)
- b) Discuss how tourism can contribute to poverty reduction and economic development in rural areas. (10 marks)