



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2024/2025

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

AFH 3308: TRAVEL AND TOURISM GEOGRAPHY

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS:

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

- Define tourism geography and explain its importance in understanding global tourism patterns. (5 marks)
- Differentiate between physical geography and human geography, and provide examples of how each relates to tourism. (5 marks)
- Briefly explain THREE components of a tourism product. (6 marks)
- Describe FOUR roles of political stability in the development of tourism in a tourist destination. (4 marks)
- Outline TWO key tourism destinations in Africa and explain their significance to the tourism industry. (5 marks)
- Briefly discuss the influence of climate on tourism activities in coastal destinations. (5 marks)

QUESTION TWO (20 MARKS)

- Analyze the relationship between tourism and geography, using Kenya as a case study. (8 marks)
 - Explain how natural features such as mountains, beaches, and national parks contribute to tourism development. (6 marks)
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- c) Evaluate the role of transportation infrastructure in enhancing travel and tourism in a country. (6 marks)

QUESTION THREE (20 MARKS)

- a) Discuss FOUR factors that influence the choice of tourism destinations globally. (8 marks)
- b) Explain how emerging trends in technology and communication are shaping the future of tourism. (6 marks)
- c) Assess THREE impact of globalization on the tourism industry. (6 marks)

QUESTION FOUR (20 MARKS)

- a) Give an overview of world geography by outlining the major continents and their respective tourism attractions. (8 marks)
- b) Compare the tourism products offered in Europe and Asia, highlighting their unique features. (6 marks)
- c) Discuss the impact of cultural heritage on tourism in Africa. (6 marks)