



# **MACHAKOS UNIVERSITY**

**University Examinations for 2020/2021 Academic Year**

**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

**DEPARTMENT OF HOSPITALITY MANAGEMENT**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR**

**BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)**

**BTM 373-3: TOURISM AND TRAVEL GEOGRAPHY**

**DATE: 10/8/2021**

**TIME: 2.00-4.00 PM**

---

## **INSTRUCTIONS:**

**Answer question one In Section A and any two in section B**

### **SECTION A**

#### **QUESTION ONE (30 MARKS)**

- a) Outline 5 benefits of the Rift valley to the tourism industry (5 marks)
- b) Transport plays a critical role in the tourism industry. Highlight the Role of transport in Tourism (5 marks)
- c) Using examples list five major physical geography features found in Kenya in Kenya (5 marks)
- d) A group of 6 marketing officials from Taj mahal, one of the 8 wonders of the world, declared in 2007 due to its historic value, tale of love and its beauty, are travelling to Berlin (11 degrees East) for International Tourismus Borse (ITB Berlin). The team departs Kheria Airport in India which is 96 degrees east at 5.40 am for a 9-hour flight, for the official opening of the ITB berlin which is scheduled to take place at 12 noon Berlin time. Will the team make it on time for the official open of the ITB Berlin? (Clearly show all your workings). (7 marks)
- e) Kenyans as a destination has continued to experience growth in tourism. Examine 8 benefits of this growth to destination Kenya. (8 marks)

## **SECTION B**

### **QUESTION TWO (20 MARKS)**

- a) Tourism is one of the largest and the fastest growing sectors in the global economy, bringing new opportunities for many countries. Evaluate the Causes of this rapid growth in tourism industry in the World (10 marks)
- b) Vulcanicity is well known explosive volcanic eruptions that are spectacular and at the same time terrifying events. Evaluate the negative influences of vulcanicity on the environment. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a) In 2018 the top ten most visited destinations included France, Spain, USA, China, Italy, turkey, Mexico, Germany, Thailand and the UK. No African country made it to the top ten list. In your opinion, discuss some of the reasons for the low performance by African countries. (12 marks)
- b) Using Kenyan examples, describe 8 ways on how of physical geography influences tourism (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Select a destination of your choice (excluding all destinations in Kenya) and identify the 5 components of tourism product available in that destination. For each of the component describe atleast 2 examples of the component. (10 marks)
- b) There are a number of Natural and Human causes of climate change. Using examples analyze 5 impact of climate change on tourism activities (10 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Describe in details 5 factors that influence climate. (10 marks)
- b) Suppressed demand represents a proportion of the population that does not travel for some reason. Examine five factors that may cause suppressed demand. (10 marks)