

Name: _____ Index No. _____

2912/101

2918/101

FUNDAMENTALS OF TOURISM

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
MODULE I**

FUNDAMENTALS OF TOURISM

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

ALL questions carry equal marks.

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) The Kenya Tourism Board (KTB) manages tourism industry research and statistical information. Explain **four** benefits of effective management or tourism statistics. (8 marks)
- (b) Country XY is in the process of expanding its tourism activities. As the appointed tourism professional, explain **six** features of cultural tourism product that will make the country a vibrant tourism destination. (12 marks)
2. (a) You are leading a group of tourists from a neighbouring country interested in travel associations operations. Highlight to them the objectives for the formation of the Kenya Association of Travel Agents (KATA). (10 marks)
- (b) Describe **five** circumstances under which visitors may not be classified as tourists. (10 marks)
3. (a) Tourism has steadily evolved over a period of time. Explain **five** developments that occurred in tourism during the industrial revolution in Europe. (10 marks)
- (b) An entrepreneur interested in tourism industry wishes to obtain a licence for a new tour firm. Advise him on the requirements that should be fulfilled before a licence is issued. (10 marks)
4. (a) Advancement in technology has greatly improved globally. Explain **five** benefits of information technology (IT) in tourism development. (10 marks)
- (b) A client from Norway wishes to make a reservation for dignitaries visiting Kenya. Highlight **five** characteristics of a deluxe room that may suit their status. (10 marks)
5. (a) Explain **five** social economic factors that influence tourism. (10 marks)
- (b) Explain **five** ways in which bureaucratic legal systems may negatively affect tourism development. (10 marks)
6. (a) One of the needs in Maslow's theory is security. Explain **five** safety and security challenges that may discourage tourists from travelling to a destination. (10 marks)
- (b) "Tourism has played a significant role in economic development of the third world countries." Justify. (10 marks)
7. (a) Before 1890, African was referred to as a dark continent and unsuitable for holiday makers. Highlight **five** factors that discouraged travel to Kenya's hinterland. (10 marks)
- (b) Explain **five** achievements of the East African Travel and Tourism Association(EATTA). (10 marks)