

1. (a) Tourists usually like exploring areas that are peaceful, aesthetic in nature and environmental friendly. Highlight **five psychological effects** that may be experienced by tourists as a result of exposure to a noisy environment. (10 marks)
- (b) Describe **five characteristics of tourism development** during the take off stage in Europe after the second world war. (10 marks)
2. (a) Tour operators package different categories of services to clients according to their level of needs. Highlight **five factors** to be considered in deciding an appropriate tour package to customers. (10 marks)
- (b) Explain **five ways** Non Governmental Organisation's (NGO's) may promote ecotourism in Kenya. (10 marks)
3. (a) Highlight **five factors that promoted the development of mass tourism** in the Western industrialised nations in the post war period. (10 marks)
- (b) Hotels and restaurants in Kenya are classified according to their level of standards. Explain **five ways** how this classification may be significant to hoteliers in Kenya. (10 marks)
4. (a) Explain how Maslow hierarchy of needs model may be applied to travel and tourism. (10 marks)
- (b) Narok county council is a major beneficiary of the Maasai Mara Game reserve. Outline **five roles played** by the council towards tourism development in the region. (10 marks)
5. (a) Cultural tourism has become a preferred tourism attraction to most tourists visiting East Africa as a destination. Highlight **five characteristics** of this form of tourism. (10 marks)
- (b) Outline **five activities** carried out during landscaping of a tourism destination. (10 marks)
6. (a) Industrial revolution was a great landmark in the general development of many countries in Europe in the late years of the 19th Century. Explain **five positive effects** of this revolution towards tourism development. (10 marks)
- (b) Rural tourism in Kenya has grown rapidly in the recent past. Highlight **five reasons** for this trend. (10 marks)
7. (a) Explain how resort development in the Rift Valley circuit may enhance infrastructural development in the region. (10 marks)
- (b) Highlight **five factors** that have stimulated the growth of international tourism into a social phenomenon. (10 marks)

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