

2912/101
2918/101
FUNDAMENTALS OF TOURISM
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT

MODULE I

FUNDAMENTALS OF TOURISM

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
Maximum marks for each part of a question are as shown.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

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

1. (a) Explain **five** reasons why tourists choose a pre-packaged tour. (10 marks)
- (b) Explain **five** factors that facilitated the growth of tourism during the Industrial Revolution period in Europe. (10 marks)
2. (a) Outline **five** considerations that are made by a tourist when selecting a destination for a holiday. (10 marks)
- (b) The Standard Gauge Railway trains have become popular among travellers between Nairobi and Mombasa. Explain **five** reasons that account for this trend. (10 marks)
3. (a) Describe **five** roles that are played by the Bomas of Kenya in the tourism industry. (10 marks)
- (b) Explain **five** ways in which the tourism industry contributes to the economic development of a destination. (10 marks)
4. (a) Describe **five** conditions that should be met by a tourism enterprise before being registered to do business. (10 marks)
- (b) Explain **five** reasons that may lead to a reduction in the room rates offered to guests in a hotel. (10 marks)
5. (a) Explain **five** challenges that are faced by tourism marketing agencies as they carry out their activities in destinations. (10 marks)
- (b) Outline **five** contributions of Information Communication Technology to the tourism industry. (10 marks)
6. (a) Describe **five** forms of sustainable tourism that may be practiced in a destination. (10 marks)
- (b) Explain **five** circumstances under which an accommodation service provider may terminate a contract with a tour operator. (10 marks)
7. (a) Describe **five** types of risks against which a tourist may take an insurance cover. (10 marks)
- (b) Describe **five** types of wildlife based tourist attraction sites that are found in Kenya. (10 marks)

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