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**JARAMOGI OGINGA ODINGA UNIVERSITY**

**OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**2ND YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR INTERNATIOANL TOURISM**

 **(REGULAR)**

**COURSE CODE: BTM 3211**

**COURSE TITLE: TOURISM RESOURCE MANAGMENT**

**DATE: 12/8/2013 TIME: 9.00-11.00AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS:**

1. This paper contains **SIX** (**6**) questions
2. Answer all the questions in **SECTION A** (Compulsory) and **ANY** other **Two** questions in **SECTION B**.
3. Answer all the questions in the answer booklet provided.

**Section A (Answer all the questions)**

**(30MKS)**

**Q1.**

1. Briefly explain the common features of tourist destinations. (**8mks**)
2. Distinguish between infrastructure and superstructure as components of a tourist destination. (**4mks**)
3. Explain the role planning, management and technology in the framework for the determination of carrying capacity. (**5mks**)
4. Describe the factors that will influence the attitude of people towards tourism at both domestic and international levels. (**8mks**)
5. Explain the following concepts as used in tourism: Opportunity cost, displacement effect, carrying capacity, biogeographical resources, and multiplier. (**5mks**)

**Section B (answer any** **two** **questions)**

**(40MKS)**

**Q2.** “Destinations go through a cycle of evolution similar to the lifecycle of a product.” **Discuss. (20mks)**

**Q3.** Describe the anthropogenic tourism resources giving examples of types of tourism associated with such resources. (**20mks**)

**Q4.** Discuss **four** major techniques that have been employed to measure the value of the tourist multiplier. (**20mks**)

**Q5.** A major aspect of consumer behavior linked to the purchase of tourism products is the notion of risk. Tourism products involve complex decision making because the purchase is of relatively high risk. **Discuss. (20mks)**

**Q6.** Describe the sociocultural and environment impacts of tourism. (**20mks**)