



## SCHOOL OF HOSPITALITY AND TOURISM AND MANAGEMENT

**Unit Code:** HTM 2120      **Unit Title:** Introduction to Travel and Tourism Theories, Concepts and Systems

**Department:** Tourism Management      **Course:** Bsc. Tourism Management

### END OF SEMESTER EXAMINATION

#### ANSWER QUESTION ONE (1) AND ANY OTHER TWO QUESTIONS

##### QUESTION ONE

- a. Define the following terms:
  - i. Tourism      1mark
  - ii. Domestic tourism      1mark
  - iii. International tourism      1mark
  - iv. National tourism      1mark
  - v. System      1mark
  - vi. Theory      1mark
- b. Outline four structures of tourism system.      4marks
- c. With relevant examples explain four aspects of market segmentation involved in the tourism system.      10marks
- d. Describe five (5) main trends influencing tourism.      10marks

##### QUESTION TWO

“Too much tourism...” Discuss. 20marks

##### QUESTION THREE

Discuss how the following influence tourism:

- a. Legal aspects of a destination.      10marks
- b. Political issues.      10marks

##### QUESTION FOUR

- a. Describe tourism theories.      15marks
- b. Outline the prospects of tourism      5marks

