



**ALOPE UNIVERSITY
COLLEGE**

Bastion of Knowledge...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY

MANAGEMENT

COURSE CODE: STH 111

COURSE TITLE: INTRODUCTIONS TO TOURISM

DATE: 04/12/2029

TIME:9.00-12.00pm.

INSTRUCTIONS TO CANDIDATES

- SEE INSIDETHIS PAPER CONSISTS OF 2 PRINTED PAGES
OVER

PLEASE TURN

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question 1

a) Define the following terms

i) Tourism

ii) Tour

iii) Tourist

iv) Traveler

v) Transit Visitor

(5mks)

b i) Discuss the Three (3) important elements of tourism

(3mks)

ii) Elaborate on the factors that motivate people to travel

(10mks)

c i) Explain the meaning of MICE

(2mks)

ii) Briefly outline and explain the infrastructure required for MICE

(10mks)

Question Two

a) Discuss any five (5) forms of alternative tourism and in each case give an examples. (10mks)

b) Tourism is dictated by the 4A's dimensions, briefly explain what they are and in each case give a relevant example

(10mks)

Question Three

a) Expound on the benefits of tourism under the following headings

i) Social Benefits

ii) Economic benefits

(10mks)

b) Discuss the negative impacts of the above mentioned benefits.

(10mks)

Question Four

Tourism as a product has unique features and characteristics associated with it. Identify any ten (10) of these features and characteristics and describe how they relate to tourism (20mks)

Question 5

Discuss five (5) linkages that are associated with tourism (20marks)

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