Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHT 115: PRINCIPLES OF TRAVEL AND TOURISM

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

a) Outline 5 Factors that influenced people to travel during the Empire Era. **(5 Marks)**
b) Outline five factors that one must satisfy to be considered as a tourist. **(5 Marks)**
c) Outline eight factors that motivate people to travel **(8 Marks)**
d) Describe four forms of tourism **(8 Marks)**
e) List four operating sectors in the tourism industry **(4 Marks)**

QUESTION TWO

a) Describe four different types of tourism products. **(8 Marks)**
b) Outline seven negative socio cultural impacts of Tourism **(7 Marks)**

QUESTION THREE

a) Describe the five advantages of using one level distribution channel **(5 Marks)**
b) Discuss in details five Economic benefits of Tourism to The local community and the government **(10 Marks)**

QUESTION FOUR

a) Discuss in details four factors that affect the environment in which Tourism operates in. **(9 Marks)**
b) Discuss in details four Components of Tourism **(6 Marks)**

QUESTION FIVE

a) Tourism is an ever changing industry. Some previously unknown or unnoted forms of tourism are being established today. Discuss five new such trends in Tourism **(5 Marks)**
b) Explain five characteristics of Tourism products **(10 Marks)**