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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR**  
**YEAR ONE, FIRST SEMESTER EXAMINATION UNIVERSITY EXAMINATIONS**  
**DIPLOMA IN HOSPITALITY MANAGEMENT**  
**DHT 024 –INTRODUCTION TO TOURISM AND TOUR OPERATIONS**

Date: 10<sup>th</sup> December, 2024

Time: 8.30am –10.30am

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANYOTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Define the following terms (8 Marks)
- i) Tourism
  - ii) Tourist
  - iii) Tour operator
  - iv) Travel agent
- b) Briefly discuss disintermediation. (5 Marks)
- c) Highlight and discuss 6 sectors in the tourism sector providing examples. (12 Marks)
- d) Distinguish between a tour operator and travel agent. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Identify FIVE roles of intermediaries in the tourism distribution chain. (5Marks)
- a) What are the FIVE main characteristics of the tourism industry (8 Marks)

**QUESTION THREE (20 MARKS)**

Discuss FIVE challenges and FIVE opportunities presented by ICT in the tourism industry

**QUESTION FOUR (20 MARKS)**

Discuss FIVE negative and FIVE positive environmental impacts of tourism.

**QUESTION FIVE (20 MARKS)**

- a) Discuss FIVE positive economic impacts of tourism. (10 Marks)
- b) Discuss FIVE main aspects the tour operator checks before selling a destination. (10 Marks)