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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**YEAR ONE, SEMESTER TWO EXAMINATION**  
**FOR THE BACHELOR OF SCIENCE IN HOSPITALITY**  
**KHM 2103-INTRODUCTION TO TOURS AND TRAVEL**

Date: 6<sup>th</sup> December 2024

Time: 2.30am-4.30pm

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

**CASE STUDY**

**BENCHMARKING VISIT OF MR. JOHNSON TO KENYA**

Mr. Johnson, an investor from Ireland in United Kingdom who has never been in Kenya before has heard about Kenya's beauty and its abundance of natural, cultural and other types of attractions and facilities and has shown great interest in extending his tourism and hospitality business to Kenya. He owns several branded hotels in United Kingdom and the Caribbean, he also owns tour and travel companies and other tourism related businesses. His curiosity about Kenya also arose due to the media coverage of the various winners of the several Marathon across the globe from Kenya led by Eliud Kipchoge.

Though Mr. Johnson has never been to Kenya before, he intends to undertake a benchmarking visit to destination Kenya and he believes with the global publicity about Kenya's marathon and athletics, his tourism and hospitality business will thrive. He expects to market his business and convince his countrymen from United Kingdom and others across the European Union and other countries like America to visit Kenya as a preferred destination in Africa.

Mr. Johnson who will be accompanied by his immediate family, wife and two children and a personal assistant is searching for a reputable travel agent to among other services plan his itinerary and offer useful information about Kenya and a tour operator to organize his tours across the country. Mr. Johnson is expected to prepare adequately and have his documents ready before embarking on the in January 2025 to see the country for himself and what it has to offer and visit most of the country's attractions and tourism facilities before deciding on where to invest. He expects to sample Kenya culture especially the exquisite local cuisine, local dances and visit some local communities especially the "famous Masai".

While in the country, Mr. Johnson will engage with various stakeholders including government officials especially from the Ministry of Tourism and the private sector organizations including NGOs. Recently, the newly appointed Cabinet Secretary for the state department of Tourism and Wildlife in a meeting with industry stakeholders acknowledged that there is a lot of invest potential in Kenya across the counties and in all tourist circuits and has called on local and international investors, i.e. foreign development investment (FDI) to come and invest in Kenya. The Cabinet secretary further acknowledged the need to reduce the various negative tourism impacts that affect the destination. Mr. John will assess the barriers to tourism planning and development especially for foreign investors.

Required:

- a. The accommodation component is big and wide, advise the potential investor on **five** areas he may wish to consider to invest in this component based on the case study; ‘benchmarking visit of Mr. Johnson to Kenya’ (5 marks)
- b. Evaluate **five** types of natural attractions that may interest the investor while on a tour of Kenya (5 marks)
- c. Which **five** key services will Mr. Johnson be offered by the travel agency he is planning to engage (5 marks)
- d. Describe the use of **five** key documents and items Mr. Johnson and his entourage will be required to have to embark on his trip (5 marks)
- e. The government is one of the key players in tourism and that is why Mr. Johnson is planning to meet the CS of tourism while in the country. Discuss **five** reasons why the Government is considered a key player especially in tours and travel (5 marks)
- f. Mr. Johnson plans to contract a tour operator to take him around the country. Assess **five** other roles the tour operator will play (5 marks)

## QUESTION TWO (20 MARKS)

- a. The tourism product is unique. Discuss any **four** characteristics of the tourism product focusing on tour and travel industry. ( 8 marks)
- b. Most tourism destinations across the globe are affected by the impacts of tourism which are both positive and negative. Required:
  - i. Discuss the economic impact of tourism basing your answer on tour and travel industry in Kenya (6 marks)
  - ii. Using appropriate examples, analyze the Socio-cultural impacts of tourism in the case of tour and travel industry (6 marks)

### QUESTION THREE (20 MARKS)

- a) Tourism planning and development is crucial for any country that embraces tourism. Examine **four** categories of motivations of travel (8 marks)
- b) Discuss the relevance of the tourism system with focus on the “push and pull “factors in tour and travel industry (6 marks)
- c) Assess **three** barriers that affect tourism planning and development in a country related to tour and travel industry (6 marks)

### QUESTION FOUR (20 MARKS)

- a) The transport component of the tourism sector is crucial in the success of tourism.
- b) Evaluate **six** issues affecting the future of tourist transport in Kenya (6 marks)
- c) Tour companies have formulated many tour packages which are available for tourists visiting a country to choose from. Explore any **four** Types of Tour Package (8 marks)
- d) All tourists are visitors, but not all visitors are tourists’, discuss this statement and give examples of five types of persons not considered tourists (6 marks)

### QUESTION FIVE (20 MARKS)

Conferences and events are important components of the travel industry and are commonly referred to as MICE

- a) Examine **four** types of annual events and conferences that the tourism industry in Kenya participate in either locally or internationally (8 marks)
- b) Discuss any three emerging trends of tourism industry with a focus on tours and travel (6 marks)
- c) Appraise **six** touristic activities that tourists visiting Kenya can enjoy while in the Kenya (6 marks)