



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: +254 (0)799529958, +254 (0)799529959, +254 (0)712524293

Website: [www.must.ac.ke](http://www.must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

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## University Examinations 2022/2023

FIRST YEAR, FIRST SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE  
DEGREE OF BACHELOR OF SCIENCE IN FOOD SCIENCE AND TECHNOLOGY

### AFH 3101: INTRODUCTION TO TOURISM MANAGEMENT

**DATE: AUGUST 2023**

**TIME: 2 HOURS**

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**INSTRUCTIONS:** *Answer question one and any other two questions*

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#### QUESTION ONE (30 MARKS)

- Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Identify any four perspectives of tourism definition. (5 marks)
- Give a chronological and historical development of tourism. (5marks)
- Describe any five forms of tourism practiced in Nairobi County. (5 marks)
- Explain the motivation behind each form of tourism described in section (c) above. (5 marks)
- Describe how technology has affected development of tourism (5marks)
- Differentiate between tourism and leisure (5 marks)

#### QUESTION TWO (20 MARKS)

- Discuss any 5 negative environmental impacts of tourism in a destination. (10 marks)
- Explain the concept of sustainable tourism (10 marks)



**QUESTION THREE (20 MARKS)**

Tourism is a recent discipline in academics. Using relevant examples evaluate the multidisciplinary approach to the study and management of Tourism. (20 marks)

**QUESTION FOUR (20 MARKS)**

Using North Rift tourist circuit as a destination explain components of a tourism product in it. (20 marks)

