



**ALUPE UNIVERSITY
COLLEGE**

... Bastion of Knowledge...

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**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DIPLOMA IN HOTEL AND
HOSPITALITY MANAGEMENT**

COURSE CODE: DSTE 01



**COURSE TITLE: INTRODUCTION TO TOURISM, TRAVEL AND
HOSPITALITY OPERATIONS**

DATE: 30TH APRIL, 2018

TIME: 9AM - 12PM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

**DSTE 01: INTRODUCTION TO TOURISM, TRAVEL AND HOSPITALITY
OPERATIONS**

STREAM: DIP. HHM

DURATION: 3HOURS

INTRUCTIONS TO CANDIDATES

*i. Answer question **ONE** and any other **TWO** questions*

ii. Do not write on the question paper

Question One

a) Define the following terms,

i) Visitor

ii) Excursionist

iii) Tour

iv) Traveler

v) Destination

(10 Marks)

b) Discuss five global trends that has been experienced in the hospitality industry (10 Marks)

c) Differentiate between the following

i) Tours and travel

ii) Travel aggregators and retail operators

iii) Proprietor owner and partnership tour agency owner

iv) Intermediary Travel agency & Organizing travel agency.

v) Ecotourism and cultural tourism.

(10 Marks)

Question Two

a) Discuss FIVE (5) Factors that have led to the opening up of commercial travel agencies.

(10 Marks)

b) Explain FIVE (5) roles of a travel agent.

(10 Marks)

Question Three

Discuss the impacts of tourism under the following headings

- i) Economic impact
- ii) Environmental Impact
- iii) Socio cultural Impact
- iv) Cultural impact



(20 Marks)

Question 4

a) Elaborate on any (5) five elements that tourism is made of. (10 Marks)

b) Outline the roles played by the following organizations and discuss the importance of such organizations for the tourism industry. IATA, UFTAA, ITO, IUR (10 Marks)

Question 5

a) The house keeping department is essential in any hospitality outlet. Discuss the functions of the house keeping department. (10 Marks)

b) Identify and discuss four (4) factors that has impacted on the development of the hospitality industry in Kenya. (10 Marks)
