

SECTION A (32 marks)

Answer ALL the questions in this section

1. Identify **three** leisure activities that tourists may undertake at the beach. (3 marks)
2. Distinguish between inbound tourists and outbound tourists. (2 marks)
3. Outline **three** factors that contributed to the development of tourism in the 20th century. (3 marks)
4. State **four** objectives of the Kenya Association of hotel keepers. (4 marks)
5. As a tourism entrepreneur, outline **four** benefits of business travellers in a destination. (4 marks)
6. List **three** characteristics of mass tourism. (3 marks)
7. State **four** social factors that may influence demand for tourism. (4 marks)
8. Accommodation facilities offer a variety of rooms depending on the preference of guests. Highlight **three** features of a delux room. (3 marks)
9. Outline **three** factors that may lead to low numbers of tourists to a destination. (3 marks)
10. Identify **three** types of clients an investor may target before building an airport hotel. (3 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Highlight **six** ways in which the Kenya Tourism Development Corporation (KTDC) contributes to the development of tourism in the country. (9 marks)
- (b) Uncontrolled tourism development may lead to adverse social consequences in a destination. Explain **four** such consequences. (8 marks)
- ✓ 12. (a) In the year 2008, Kenya experienced post election violence. Highlight **six** ways in which this affected tourism. (9 marks)
- (b) All tourists are travellers but not all travellers are tourists. Describe **four** categories of travellers who are not tourists. (8 marks)
13. (a) As a travel consultant in a newly established company, explain **six** reasons why it is advisable for a tourist to purchase an “inclusive tour”. (9 marks)
- (b) Kenya is one of the popular tourism destinations in Africa. Highlight **four** reasons for this. (8 marks)

14. (a) Tourism professionals are expected to observe laws that protect the tourists. Highlight **six** illegal activities that should be avoided by tour guides. (9 marks)
- (b) Highlight **four** possible factors that may discourage travel. (8 marks)
15. (a) Explain **six** factors that have discouraged local entrepreneurs from investing in the tourism and hospitality industry in Kenya. (9 marks)
- (b) Highlight **four** ways in which the road network may be enhanced to benefit tourists in Kenya. (8 marks)

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