

COOPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATIONS APRIL 2022
EXAMINATION FOR THE BACHELOR OF TOURISM MANAGEMENT
YEAR ONE SEMESTER TWO
BTM 1202: TOURISM GEOGRAPHY

Instructions:

Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a) Explain the importance of geography to the study of tourism (15 marks)
- b) The enhancement of tourism activity in Africa has been constrained by several factors: discuss (15 marks)

QUESTION TWO

- a. With use of examples, discuss FIVE Major factors that have enabled the growth of tourism in Europe (10 marks)
- b. With use of examples, discuss FIVE Major factors that have constrained the growth of tourism in Africa (10 marks)

QUESTION THREE

Discuss any five significant geographical features that are relevant to tourism in Kenya (20 marks)

QUESTION FOUR

The geography of tourism is under evolution. Expound on the future prospects and emerging trends of tourism and the travel industry (20 marks)

QUESTION FIVE

Tourist icons are major pull factors of a destination that attract the attention of potential tourists. Discuss any such 10 icons in major cities of the world (20 marks)