

COOPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATIONS APRIL 2022
EXAMINATION FOR THE BACHELOR OF TOURISM MANAGEMENT
YEAR THREE SEMESTER TWO
BTM 3202: TOURISM ECONOMICS

Instructions:

Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a. “As an economically productive activity, tourism in Kenya is a vital sector”. Discuss (15 marks).
- b. A recent World Bank report (2010) concludes that “tourism in Kenya can grow stronger and contribute further to economic gains”. Comment on how this can be realized (15 marks)

QUESTION TWO

- a. Explain with help of relevant examples, describe some of the indicators you can use to describe the performance of the Kenyan tourism sector (10 marks)
- b. “The current forms of tourism development in Kenya have not reduced poverty or contributed to socio-economic empowerment of the local people”. Comment (10 marks)

QUESTION THREE

- a. Discuss, any five factors that may affect variation in tourist expenditure in a destination area (10 marks)
- b. Explain the influence of demographic factors on tourist preferences (10 marks)

QUESTION FOUR

Explain ways in which a destination may characterise visitor and tourism trips (20 marks)

QUESTION FIVE

Discuss the concept of expenditure as used in tourism economics (20 marks)