

2912/101
2918/101
FUNDAMENTALS OF TOURISM
July 2023
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT

MODULE I

FUNDAMENTALS OF TOURISM

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of **SEVEN** questions.
Answer any **FIVE** questions in the answer booklet provided.
All questions carry equal marks.
Maximum marks for each part of a question are as shown.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

**Candidates should check the question paper to ascertain that
both pages are printed as indicated and that no questions are missing.**

1. (a) Describe **five** benefits that hotel classification brings to the tourism industry. (10 marks)
(b) Outline **five** contributions that were made by the East African Travel and Tourism Association to the tourism sector during the 1960s. (10 marks)
2. (a) Explain **five** functions that the tourism Fund performs. (10 marks)
(b) Describe **five** ways in which tourism activities negatively affect Kenya's Wildlife Conservation areas. (10 marks)
- *3. (a) Explain **five** reasons why tourists are encouraged to take insurance cover while on holiday. (10 marks)
(b) Describe **five** factors that may make it difficult for the youth to consume the tourism product. (10 marks)
4. (a) Explain **five** reasons why Kenya promotes sports tourism. (10 marks)
(b) Describe **five** documents that are required when registering a tour company in Kenya. (10 marks)
- *5. (a) Explain **five** steps that a tour company should take when there is a flight cancellation for their clients. (10 marks)
(b) Explain **five** obstacles that negatively affected tourism growth in Kenya's interior in the pre-colonial period. (10 marks)
6. (a) Explain **five** social benefits that tourism brings to the local community. (10 marks)
(b) Describe **five** types of information that is collected from tourists arriving at a hotel. (10 marks)
7. (a) Outline **five** contributions made by the private sector to the tourism industry. (10 marks)
(b) Explain **five** reasons why tour operators sign contracts with accommodation facilities. (10 marks)

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