



**The Co-operative University of Kenya**

**END OF SEMESTER EXAMINATIONS DECEMBER-2019**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE  
BUSINESS (YR IV SEM II)**

**UNIT CODE: HCOB**

**UNIT TITLE: TOURISM PRINCIPLES PHILOSOPHIES AND PRACTICES**

**DATE: 9<sup>th</sup> DECEMBER 2019**

**TIME: 9:00 AM – 11:00 AM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

(a) With use of relevant examples, analyze

- any five characteristics of a tourism product (10 marks)
- any five reasons why people choose to travel in the context of tourism (10 marks)

(b) Discuss in details the following concepts

- Tourism (5 marks)
- Tourism attraction (5 marks)

**QUESTION TWO**

(a) The presence of tourists brings with it environmental, socio-cultural as well as economic impacts. With use of examples, evaluate these impacts. (20 marks)

**QUESTION THREE**

With reference to government agencies, explain any TEN roles of public sector in tourism development in Kenya (20 marks)

**QUESTION FOUR**

Describe Kenya as a tourism destination (20 marks)

**QUESTION FIVE**

Appraise

- i. any five factors that hinder/limit the growth and expansion of international tourism (10 marks)
  - c. any five factors that encourage the growth and expansion of international tourism (10 marks)