



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018
DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
TOURISM MANAGEMENT
HTM 851: TOURISM ECONOMICS

DATE: WEDNESDAY 20TH DECEMBER 2017

TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTIONS

1. Answer any Three questions
2. All the questions in Section B has equal marks allocation
3. Kenyatta University regulations regarding examinations conduct apply

Question One

Discuss the major approaches for determining the economic impacts of tourism to a destination
(20 marks)

Question Two

Explain the different types of tourism markets, citing the unique characteristics of these
markets in the tourism sector
(20 marks)

Question Three

Discuss the factors influencing FDI investments in the tourism sector and what can be done to
stimulate the growth for FDI in the tourism sector
(20 marks)

Question Four

Discuss the influence of regional economic communities (RECs) and their effect on national
tourism economies
(20 marks)

Question Five

Distinguish differences between the roles of Central and county government in tourism
economic development and management
(20 marks)