



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 1/SEMESTER 1

COURSE CODE: BTHM 1102

NAME: GLOBAL TOURISM GEOGRAPHY

DATE: 2025-04-25

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Compulsory (40 marks)

Question 1:

As a study discipline in contemporary academics, tourism is underpinned by a number of theoretical models, ranging from economics and business to behavioral and geographical models. However, Leiper's 1990 tourism system model is one of the basic and yet fundamental models that provide a clear conceptualization of the structure of the tourism and travel industry globally, however with more of a geographical orientation. It's highly regarded and used by both students and researchers, and policy makers alike, when attempting to understand tourism and travel industry, trends and dynamics. It's against this background that you are required to;

- a. Differentiate between "the tourist generating region" and "the tourist destination region" as referred to by Leiper's 1990 tourism model, (4 marks)
- b. (b) Explain the different types of tourists evident in the tourism and travel industry (6 marks)
- c. (c) Explain any push factors suggested by Leiper's 1990 tourism model as influential to tourist when making their travel decisions (8marks)
- d. Explain any pull factors suggested by Leiper's 1990 tourism model as influential to tourist when making their travel decisions (8marks)
- e. Discuss any positive socio-economic contribution of the tourism and travel industry to host destinations (8 marks)
- f. Discuss any negative socio-economic impacts of the tourism and travel industry to host destinations (6 marks)

Section B Attempt any three questions (60 marks)

Question 1:

Differentiate between a map and a picture as used in tourism geography – (5 marks)

- (b) Discuss the different marginal information that should be included on a standard topographic map – (15marks)

Question 2:

- (a) Differentiate between "tangible tourist attraction" and "intangible tourist attractions" in relation to tourism geography (5 marks)
- (b) With, examples identify the different geographical tourist attractions found in Uganda as a tourism destination (15 marks)

Question 3:

- a) Differentiate between "Equatorial Rainforest vegetation" and "Savannah woodland vegetation" as evident in East Africa's tourism destinations (10 marks)
- (b) Discuss the various factors that influence the growth of equatorial rainforest vegetation in East Africa (10 marks)

Question 4:

With illustrations, explain the formation of the following geographical landforms found in tourism destinations in East Africa;

- (a) Block mountains (5 marks)
- (b) Rift valleys (5 marks)
- (c) Volcanic mountains (5 marks)
- (d) Plateaus (5 marks)

Question 5:

With reference to Doxey Irridex's model, discuss any socio-economic contributions of the tourism and travel industry on the development of a destination, which may influence the host community's attitude towards tourism (20 marks).

Question 6:

- (a) Explain the different types of climate associated with the tourism destinations of East Africa (10 marks)
- (b) Explain the different factors that influence climate distribution in tourism destinations of East Africa (10 marks)