INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 1/SEMESTER 1
COURSE CODE: BTHM 1101
NAME: PRINCIPLES OF TOURISM

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Compulsory (40 marks)

Question 1:

The tourism area lifecycle model is one of the most cited models in tourism literature and studies as well. Suggested by Butler, this model depicts a picture that tourism areas are like living things, thus they area born, grow and finally die out. As a tourism academia, you are required to respond to the following requests;

(a). With a clear illustration, explain the different lifecycle phases of a tourism destination as suggested by Butler's model (10 marks)

(b). Explain the characteristics of tourism products (10 marks)

(c). Discuss any measures that can be adopted by Wonder-worlds' destination managers, to grow their tourism destination (10 marks)

(d). Identify any factors can influence the decline of Wonder-world as tourism destination (10 marks)

Question 2:

The tourism sector in Uganda has maintained resilience in the post COVID-19 period. Preliminary data from Uganda Bureau of statistics and Ministry of tourism wildlife and antiquities reveal that international visitors' arrivals have steadily recovered from 31% in 2020 to 82% in 2023 (based on 2019 pre-COVID-19 level). A deep dive analysis reveals that the overall recovery of the industry has mainly been driven by the steady growth in tourism assets. Data from UWA reveals that the visitor numbers to Uganda's national parks have recovered at a much faster rate. By 2023 the visitor numbers had recovered and surpassed the 2019 pre-pandemic levels. As a tourism student, you are required to answer the following;

(a). Identify any two entry/exit points for international tourists to Uganda as a tourism (5 marks)

(b). Identify any two national parks in Uganda as a tourism destination (5 marks)

(c). Define a tourist attraction (5 marks)

(d). Identify any four tourist attractions found in Uganda as a tourism destination (5 marks)

(e). Identify any four organizations that influence the effective management of tourism in Uganda as a destination (5 marks)

(f). Outline any positive socio-economic contributions of tourism Uganda (15 marks)

SECTION B

Attempt any three questions (60 marks)

Question 1:

(a). Discuss the different characteristics of any tourism and hospitality product offered in the global tourism and travel market (10 marks).

(b). Explain the various factors that influence the demand for tourism and hospitality products among tourists within the global tourism and travel market. (10 marks)

Question 2:

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

Question 3:

With reference to Doxey Irridex model, discuss any practical measures that can be implemented by destination managers to reduce host irritation towards tourism and tourists in a destination. (20 marks)

Question 4:

(a) Explain the marketing -mix concept as applied in tourism and hospitality marketing (10 marks)

(b) Explain any factors that may impede successful marketing of tourism and hospitality products in contemporary global tourism markets (10 marks)

Question 5:

With reference to Butler's Tourism Area Life-Cycle (TALC) model, discuss any reasons that may bring about a decline of a tourism destination over a period of time (20 marks)

Question 6:

With reference to Abraham Maslow's theory of motivation, discuss how tour operators can best meet the motivational needs of tourist guests while at the destination (20 marks)

Question 7:

With reference to Butler's Tourism Area Life-Cycle (TALC) model, discuss any measures a destination manager can pursue to increase tourist visits at the destinations (20 marks)

Question 8:

Discuss the freedoms of air which underpin tourist travel in air transport (20 marks)

Question 9:

(a) Explain the different modes of transport used by tourists (8 marks)

(b) Discuss the factors a tourist may consider when choosing a transportation means for a trip (12 marks)

Question 10:

Briefly, explain the roles and functions of the following organizations in the development of the tourism industry in Uganda as a tourism destination;

(a) Uganda Tourism Board (5 marks)

(b) Uganda Wildlife Authority (5 marks)

(c) International Air Transport Association (5 marks)

(d) International Civil Aviation Organization (5 marks)

Question 11:

Explain the following terms and concepts as applied in tourism and hospitality management

(a) Tourism (5 marks)

(b) Tourist (5 marks)

(c) Marketing mix (5 marks)

(d) Tourist attraction (5 marks)

Question 12:

Explain the following terms and concepts a applied in principles of tourism and travel management;

(a). Tourist attraction (5 marks)

(b). Actual demand (5 marks)

(c). Suppressed demand (5 marks)

(d) An excursionist (5 marks)