INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - AUGUST 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 1/SEMESTER 1
COURSE CODE: BTHM 1102
NAME: GLOBAL TOURISTIC GEOGRAPHY

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

COMPULSORY (40 MARKS)

Question 1:

As a study discipline, tourism and travel knowledge 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 models that provide a clear conceptualization of the structure of tourism and travel, more so with a geographical orientation. It's highly regarded and used by both students and researchers when attempting to understand tourism and travel geography. It's against this background that you are required to;

a. Differentiate between "the tourist generating region" and "the tourist destination region" as used by Leiper 1990, (4 marks)

b. (b) Explain the different types of tourists (6 marks)

c. (c) Explain any push factors suggested by Leiper 1990 as influential in tourist travel (8marks)

d. Explain any pull factors suggested by Leiper 1990 as influential in tourist travel (8 marks)

e. Discuss any positive socio-economic contribution of tourism and travel to destinations (8 marks)

f. Discuss any negative socio-economic impacts of tourism and travel to host destinations (6 marks)

Question 2:

The tourism sector in Uganda has maintained a 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. With reference to tourist activity, identify the different types of international tourist often registered in Uganda (6 marks)

b. Identify any two geographical entry/exist points for international tourists to Uganda (4 marks)

c. Identify any two national parks found in northern part of Uganda as a tourism destination (5 marks)

d. Identify any two national parks found in the western region of Uganda as a tourism destination (5 marks)

e. Identify any four geographical tourist attractions found in Uganda (10 marks)

f. Identify any factors that can derail the positive growth of Uganda’s tourism industry (10 marks)

SECTION B

ATTEMPT ANY THREE (60 MARKS)

Question 1:

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

Question 3:

(a) Explain the different types of transport predominantly used in the tourism and travel sector of East Africa (8 marks)

(b) Discuss the factors a tourist may consider when choosing a transportation means for a trip within the East African tourism destination(12 marks)

Question 4:

(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 tourist destination (15 marks)

Question 5:

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

Question 6:

(a) Explain the different types of climate associated with the tourism

destinations (10 marks)

(b) Explain the different factors that influence climate distribution in tourism destinations (10 marks)

Question 7:

(a) Identify the causes of road transport accidents at a tourist destination in east Africa (10 marks)

(b) Discuss the different safety measures that can be adopted to reduce road transport accidents at tourism destination (10 marks)

Question 8:

With illustrations, explain the formation of the following geographical landforms;

(a) Block mountains

(b) Rift valleys

(c) Volcanic mountains

(d) Plateaus

Question 9:

(a) Differentiate between Equatorial Rainforest vegetation and Savannah woodland vegetation (10 marks)

(b) Discuss the factors that influence the growth of equatorial rainforest vegetation in East Africa (10 marks)

Question 10:

(a) Explain the different forms of pollution evident in tourism destination (10 marks)

(b) Identify any practical measures that can be implemented to reduce pollution levels in tourism destinations (10 marks)

Question 11:

(a) Explain the different types of vegetation found in east Africa (10 marks)

(b) Discuss the factors that may bring about a reduction of vegetative cover in Uganda (10 marks)

Question 12:

(a) 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)