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 1101**
**NAME: PRINCIPLES OF TOURISM**

**DATE:**
**TIME:**

**INSTRUCTIONS TO CANDIDATES:**

## SECTION A

*compulsory*

**Question 1:**

1a. Tourism is an activity that has to be carried professionally as it requires planning and carefully implemented in order to benefit from it, satisfy the stakeholders and mitigate the would-be challenges.

As a professional, explain why a country needs to undertake tourism (20 marks)

b. What are the hinderance to the development of the tourism industry (10 mark)

c. Advise on how you can reduce these challenges (10 marks)

**Question 2:**

2. A popular tourist destination is experiencing increased congestion, noise pollution, and strain on local infrastructure. Investigate the impacts of tourism on the local community, including residents, businesses, and infrastructure. Propose solutions to mitigate the negative impacts and enhance the quality of life for local residents

## SECTION B

*Attempt three questions*

**Question 1:**

a Discuss the negative impacts of tourism (10 marks)

b. Examine the factors that motivate tourists to travel (10 marks)

**Question 2:**

a. Explain the different types of tourism practiced globally (10 marks)

b. Discuss five various ways through which domestic tourism can be developed (10 marks)

**Question 3:**

a. What do you understand by the term pro-poor tourism (04 marks)

b. What are the three strategies for pro-poor tourism (06 marks)

c. Analyze the problems facing pro-poor tourism (10 marks)

**Question 4:**

a. Define the term in bound tourism (02 marks)

b. What are the characteristics of inbound tourism (08 marks)

c. Discuss the advantages of inbound tourism (10 marks)

**Question 5:**

a. Explain five factors for the development of domestic tourism (10 marks)

b. Examine the reasons why mass tourism had to happen (10 marks)

**Question 6:**

a.What do you understand by the term event tourism? (02 marks)

b. Discuss the different types of events that are common in event tourism (08 marks)

c. Event tourism maybe beneficial to the industry, however, it comes along with challenges. Discuss (10 marks)

**Question 7:**

a. Define the term “tourist facilities and services” and show how they have turned out to be tourist attractions. (04 marks)

b. Describe the different facilities and their role in tourism (16 marks)

**Question 8:**

a. Tourist accommodation can be classified according to various factors. Discuss (08 marks)

b. Explain the different types of tourist accommodation commonly available for clients in the tourism industry (12 marks)

**Question 9:**

a. Examine the trends that have taken shape in tourist accommodation and how they have affected tourism at large (10 marks)

b. “The choice of tourist accommodation is determined by a number of factors” Discuss (10 marks)

**Question 10:**

a. Discuss the advantages and disadvantages of four modes of transport that is commonly used in the tourism industry (12 marks)

b. Explain the challenges facing the transport system and suggest ways to mitigate these challenges (08 marks)

**Question 11:**

a.Discuss the importance of wildlife tourism to the development of any nation (10 marks)

b. Analyze the challenges encountered in promoting wildlife tourism and suggest solutions to the above (10 marks)

**Question 12:**

a. Define the term tourism (2 marks)

b. Explain the components of tourism and tourism management (8 marks)

c. What are the benefits of tourism (10 marks)