INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

# FACULTY OF BUSINESS MANAGEMENT

## END OF SEMESTER EXAMINATIONS - DECEMBER 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 arears are like living things, thus they area born, grow and finally die out. As a tourism academia, you are required to do the following;

a. With clear illustration, explain the different phases of a tourism lifecycle as suggested by Butler's model (20 marks)

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

c. Identify any factors can influence the decline of Wonder-world as tourism destination (10 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. Identify any two entry/exist points for international tourists to Uganda (5 marks)

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

c. Identify any four tourist attractions found in Uganda (5

marks)

d. Identify any four organizations that influence the effective management (5 marks)

e. Outline any positive socioeconomic contributions of tourism in Uganda (10 marks)

f. Outline any negative socioeconomic contributions of tourism in Uganda (10 marks)

## SECTION B

*ATTEMPT ANY THREE (60 MARKS)*

**Question 1:**

(a) Discuss the different characteristics of a tourism and hospitality product (10 marks)

(b) Explain the factors that influence the demand for tourism and hospitality products among tourists (10 marks)

**Question 2:**

With reference to Doxey Irridex's model, discuss any socioeconomic 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 tourist 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 Uganda (10 marks)

**Question 5:**

With reference to Butler's Tourism Area Life-Cycle 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 model, discuss any measures a destination manager can adopt 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:**

(a). Differentiate between destination attractiveness and

destination competitiveness (6 marks)
(b). Discuss the factors that influence a destination's competitiveness (14 marks)