



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: 2025-04-23

TIME: 2:00-5:00PM

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:

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 are 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 that can influence the decline of Wonder-world as tourism destination (10 marks)

Section B Attempt any three questions (60 marks)

Question 1:

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 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:

- (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 4:

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 5:

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 6:

- (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)