



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social sciences

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4101: TOURISM CONCEPTS AND PRINCIPLES

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Define the following concepts:

- i) Sustainable tourism
- ii) Mass tourism
- iii) Internal tourism
- iv) National tourism
- v) Grand tour.

(10 marks)

- b) Using visitor purpose or motivation as a criteria, identify and define **FIVE** forms of tourism.

(10 marks)

c) Outline the factors that have led to rapid development of tourism in the 21st century. **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

With Kenya's coastal tourism destination area as an example, discuss Butler's destination life cycle model. **(20 marks)**

QUESTION 3

Describe the historical development of tourism. **(20 marks)**

QUESTION 4

"Tourism destroys what it seeks when it finds it". Discuss. **(20 marks)**

QUESTION 5

Analyse the **FIVE** basic components of a tourist destination. **(20 marks)**