



**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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following concepts:
- Sustainable tourism
  - Mass tourism
  - Internal tourism
  - National tourism
  - 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 21<sup>st</sup> 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)**