



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S16)

BHT 4101: TOURISM CONCEPTS AND PRINCIPLES

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain the concept of travel and tourism (6 marks)
- b) Identify the reasons for the growth of Hospitality and tourism industry (8 marks)
- c) Briefly discuss the FIVE perspectives of tourism (10 marks)
- d) Explain why destination national and county governments develop tourism and hospitality industries (6 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the push and pull theory of travel motivations on travel behavior (20 Marks)

QUESTION THREE

Discuss the roles of county and national government in tourism planning and development (20 Marks)

QUESTION FOUR

Evaluate the factors that have led to the improvement of East Africa's tourism industry in the 21st century. (20 marks)

QUESTION FIVE

Discuss the socio-economic impacts of tourism to the host destination (20 Marks)