



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 & BACHELOR

OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

(BSTMA21/BTHMA21)

HHH4407 & HHT4415 CRUISE TOURISM OPERATIONS

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: JULY. 2025

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 ALL questions in section A and any other TWO questions in section B.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Describe the challenges facing the development of cruise tourism in Kenya (10 marks)

b) Define the following terms (10 marks)

- a) Generating region- (2mks)
- b) Destination regions- (2mks)
- c) Transit region- (2mks)
- d) Berth- (2mks)
- e) Stateroom Space- (2mks)

- c) Discuss important factors that define a good port of call (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Outline and explain benefits of large ships (10marks)
- b) Explain the elements of a cruise vacation (10marks)

QUESTION THREE

- a) Identify and explain carrier paths opportunities in the cruise line industry for bridge/Deck operations for the tourism industry (10 marks)
- b) Identify and justify potential cruise customers to a Caribbean destination. (10mks).

QUESTION FOUR

- a) Examine five roles of the chief engineer in a cruise vessel (10mks)
- a) Discuss five components of cruise ship products (10 marks)

QUESTION FIVE

- a) Analyze five characteristics of cruise itineraries (10mks)
- b) Discuss Challenges faced by employees aboard a cruise ship. (10 marks)