



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/BTHM S24)

HHT 4101: TOURISM CONCEPTS AND PRINCIPLES
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2024

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain factors influencing tourist decision-making (10 Marks)
- b) Explain reasons a country develops an elaborate tourism industry (10 Marks)
- c) Elaborate on the challenges faced by destinations in managing tourism sustainably (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Discuss the potential drawbacks of relying heavily on tourism for economic development (14 Marks)
- b) Giving examples, explain any three main types of tourism associated with Kenyan coast (6 Marks)

QUESTION THREE

- a) Identify and describe the interrelations of the main sectors of the tourism industry (14 Marks)
- b) Explain the role hospitality industry play in tourism (6 Marks)

QUESTION FOUR

- a) Elaborate the factors that contribute to a destination's appeal (10 Marks)
- b) Explain the role of destination marketing organizations (DMOs) contribute to tourism (10 Marks)

QUESTION FIVE

- a) Discuss the influence of travel motivations on tourism destinations (10 Marks)
- b) Explain the role of demographics as an influencer in travel behavior (10 Marks)