



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 4401: TOURISM CONCEPTS AND PRINCIPLES
END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick

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)
POINTS

30

QUESTION ONE

- a. Differentiate between the following:
 - i. Inbound and Outbound Tourism (2 Marks)
 - ii. International and domestic tourism (2 Marks)
 - iii. Long haul and short haul travel (2 Marks)
- b. Explain three factors that motivate tourists to travel (6 Marks)
- c. Identify the changes in technology that have encouraged expansion of travel in the twenty first century (10 Marks)

- d. Explain four factors that affected development of tourism during the Renaissance Period (8 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Examine the importance of tourism statistics in the economic development of a country (20 Marks)

QUESTION THREE

Discuss the organization functions of the public sector tourism (20 Marks)

QUESTION FOUR

Explain the following types/forms of tourism, using Kenya as an example:

- a. Sports tourism (5 Marks)
- b. Business tourism (5 Marks)
- c. Dark tourism (5 Marks)
- d. Ornithology tourism (5 Marks)

QUESTION FIVE

Describe the positive impacts of tourism on the following aspects

- a. Cultural (5 Marks)
- b. Economic (5 Marks)
- c. Environment (5 Marks)
- d. Political (5 Marks)