GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE CODE: BSHM 209

COURSE TITLE: INTERNATIONAL TRAVEL AND TOURISM

DATE: 08 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.

4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

QUESTION ONE

CASE STUDY: Crisis and Recovery in an International Island Destination

Coral Bay Island is a popular international tourism destination known for its beaches, marine biodiversity, and cruise ship arrivals. The island's economy relies heavily on international visitors from Europe and North America.

Recently, the destination has faced multiple challenges. A tropical cyclone damaged airport infrastructure and disrupted international transport systems. Shortly afterward, a viral social media posts raised concerns about environmental degradation caused by over-tourism. International media coverage led to a temporary decline in tourist arrivals. Several airlines reduced flight frequency, and cruise operators removed Coral Bay from their itineraries.

The government responded by negotiating new air service agreements, launching a digital Marketing recovery campaign, strengthening environmental regulations, and seeking technical assistance from international tourism organizations. Immigration authorities also introduced an e-visa system to simplify entry procedures and attract new Markets.

Despite these measures, stakeholders remain divided. Local businesses are concerned about revenue losses, while environmental groups argue for stricter visitor limits.

By Lecturer

a) With reference to the case, highlight **five** ways how international transport systems influence destination recovery after a crisis **[5 Marks]**

b) Using evidence from the case, Outline **five** environmental impacts of international tourism and their implications for sustainability. **[5 Marks]**

c) Referring to the case study, state **five** roles of international tourism organizations in supporting destination recovery. **[5 Marks]**

d) Explain **five** ways in which international tourism contributes to Kenya's economic development, drawing examples from the case. **[5 Marks]**

e) Explain **five** significances of travel documentation reforms in restoring international tourist confidence. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

a) A domestic tour operator plans to start handling international tourists. Describe **five** features that characterize international tourism operations. **[10 Marks]**

b) Discuss **five** factors that influence international tourism demand **[10 Marks]**

QUESTION THREE

a) An international tourist's journey involves airlines, travel agents, hotels, and tour operators. Describe **five** linkages within the international tourism system that ensure service delivery. **[10 Marks]**

b) A destination is planning to host a global sports event. Identify **five** international tourism stakeholders involved and explain their contribution. [**10 Marks]**

QUESTION FOUR

a) An international airport is experiencing congestion during peak season. Describe **five** border management strategies that can enhance efficiency. **[10 Marks]**

b) A landlocked country seeks to improve international tourist arrivals. Explain **five** transport strategies that can improve its global accessibility. **[10 Marks]**

QUESTION FIVE

a) A developing country wants to align with global tourism standards. Explain **five** roles played by international tourism organizations in guiding member states. **[10 Marks]**

b) Two neighboring countries introduce a regional visa agreement. Explain **five** benefits of regional tourism agreements. **[10 Marks]**