



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS MAY-AUGUST 2024 SEMESTER**

### **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 206**

**COURSE TITLE: TOURISM PRINCIPLES, PHILOSOPHIES AND  
PRACTICE**

**DATE: AUGUST 2024**

**TIME**

**3HRS**

#### **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 (30 MARKS):**

**Case Study: *Jambo people's paradise***

John and Jessica, the owners of "*Jambo people's paradise*," have been successful tourism operators on Mombasa Island for the past 9 years. With a balanced customer base of 50% domestic and 50% international guests, they have focused on providing high-quality accommodation, guided walks, and tours while emphasizing personal service. Sustainability is a key value for the couple, who have worked towards minimizing their business's impact on the environment and the local community.

Their efforts have included energy efficiency measures, waste reduction, and maximizing food production from their garden. Engaging in the Sustainable Tourism Coast project has led them to explore various avenues for sustainable practices, such as energy conservation and alternative technologies.

**Questions:**

- a) How has the focus on sustainability impacted the operations and costs of "*Jambo people's paradise*,"? Discuss at least two specific changes that have been implemented by John and Jessica to improve sustainability in their business. (10 marks)
- b) Evaluate the significance of the Sustainable Tourism Coast project on the growth and development of John and Jessica business. How has their involvement in the project influenced their approach towards energy conservation and alternative technology adoption? (10 marks)
- c) Discuss the role of sustainable practices in enhancing customer satisfaction and loyalty within the tourism industry. How can John and Jessica leverage their commitment to sustainability to attract and retain more customers, both domestically and internationally?

(10 marks)

**SECTION B: Answer Any Two Questions (40 Marks):**

**Question 2:**

A) Describe five characteristics of tourism services. [5 marks]

B) Explore the marketing strategies that a tourism manager can utilize to address the unique characteristics of tourism services. [15 marks]

**Question 3:**

A) Elaborate on the various influencers of tourism demand and their respective roles. [10 marks]

b) As a Tour Operator specializing in Cultural Tourism, detail the impact of tourism on local communities and outline strategies to minimize negative effects. [10 marks]

**Question 4:**

a) Define the concepts of sustainable tourism:

a) Economic sustainability. [3 marks]

b) Ecological sustainability. [3 marks]

c) Cultural sustainability. [3 marks]

d) Local sustainability. [3 marks]

b) Analyze the adverse sociocultural impacts of tourism. [8 marks]

**Question 5:**

a) Examine the significance of information technology in the realm of tourism. [8 marks]

b) Discuss the application of the 4Ps in tourism marketing as part of the marketing mix implementation. [12 marks]