

**NATIONAL UNIVERSITY OF LESOTHO  
INSTITUTE OF EXTRA-MURAL STUDIES  
DEPARTMENT OF BUSINESS AND MANAGEMENT DEVELOPMENT  
BACHELOR OF ARTS IN BUSINESS AND ENTREPRENEURSHIP  
BBE4302- PRINCIPLES AND MANAGEMENT OF TOURISM**

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**JANUARY 2023**

**TIME: 3 HOURS**

**MARKS: 100**

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**INSTRUCTIONS :** The question paper has **seven (7)** questions  
Answer Any **FIVE (5)** questions.

### **QUESTION ONE**

Narrate on the 5 'As' in tourism.

**[20 Marks]**

### **QUESTION TWO**

Critically analyze why it is of fundamental significance to consider climate change in tourism management.

**[20 Marks]**

### **QUESTION THREE**

Elaborate on the relevance of culture and environment in the enhancement of tourism.

**[20 Marks]**

### **QUESTION FOUR**

Critique how the following negatively affect tourism flow;

- a) Congestion
- b) Safety and security
- c) Seasonality

**[20 Marks]**

### **QUESTION FIVE**

Assess the importance of ICT in tourism management and operation.

**[20 Marks]**

### **QUESTION SIX**

Make brief notes on the following types of tourism packages:

- a) Special interest tours
- b) Adventure tourism
- c) City tours
- d) Fully escorted tours

**[20 Marks]**

### **QUESTION SEVEN**

With relevance to Lesotho context, critically analyze how the following tourism industry sectors were affected by COVID 19:

- a) Boarding and lodging
- b) Food and Beverages
- c) Meeting and events

**[20 Marks]**