MAKERERE UNIVERSITY BUSINESS SCHOOL
COURSEWORK TWO TEST FOR THE DEGREE OF
<u>BACHELOR OF TRAVEL & TOURISM MANAGEMENT</u>
OF MAKERERE UNIVERSITY ACADEMIC YEAR 2024/2025

COURSE NAME: WORLD GEOGRAPHY OF TRAVEL AND TOURISM
YEAR OF STUDY: ONE   **SEMESTER**: ONE
COURSE CODE: BTT 1106
DATE: *Friday, October 18th to Monday, October 28th, 2024*

Instructions:
1. This is a take-home test and should be done in groups of **not less than 5** and not more than **10 members** per group.
2. The examination shall be open for access on MUBSEP on Friday 18th October, 2024 and submission will be strictly on ***Monday 28th, 2024 between 9:00am and 3:00pm***. No work shall be received after the stipulated period of handing in.
3. All members of the group should actively participate, register all their details and ***sign in person on the cover page*** of the work.
4. Plagiarism and similar work shall attract undesirable penalties.
5. Attempt all questions.
6. Be concise and clear with well-arranged paragraphs and points. Use of clear examples, illustrations and images attracts extra marks. Give citations and references where necessary.
7. ***Use Times New Roman, font 12, line spacing 1.5. Use a maximum of 12 pages***.

Question.

For any region of your choice,

(*MENA, CENTRAL ASIA, SOUTH ASIA, SOUTH EAST ASIA, EAST ASIA, SOUTH AMERICA AND OCEANIA*)

a) Give a brief description of the region to a potential client who wishes to visit there. (5 marks)
b) You have been chosen as an ambassador for a safari company in that specific region. Give a brief overview of tourism in the region.   (8 marks)
c) Discuss the Physical and Human Geographical factors that make up the tourism industry in the region.   (10 marks)
d) Explain why the client would choose to visit that region over any other region.   (10 marks)
e) What are the key challenges that impede the potential of tourism development in that region?   (7 marks)
f) As the ambassador, choose a unique marketing strategy and how it will help to promote tourism in the region.   (10 marks)

Internal Examiner…………………………….. H.O.D………………………………………….