



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BTM 472-4 SUSTAINABLE TOURISM

DATE: 10/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Define the following terms as used in Sustainable Tourism (10 marks)
- Sustainable Tourism
 - Agenda 21
 - Green tourism
 - Mass tourism
 - Passive participation
- b) Outline six aims of sustainable tourism (6 marks)
- c) List five examples of international agreements, treaties, conventions and protocols that are a source for sustainable tourism policy (5 marks)
- d) Describe four private sector stakeholders in sustainable tourism development (4 marks)
- e) List five barriers to successful collaboration for sustainable tourism development (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe five goals of sustainable tourism development (10 marks)
- b) Elaborate the role of the ministry responsible for tourism in sustainable tourism development (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss Five positive and negative impacts of sustainable tourism development (10 marks)
- b) Describe the challenges facing the achievement of sustainable tourism goals (10 marks)

QUESTION FOUR (20 MARKS)

- a) Outline eight areas that should be addressed by sustainable tourism policy (8 marks)
- b) Discuss six factors that hinder effective participation of local communities in sustainable tourism development (12 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the importance of sustainable tourism policy planning (10 marks)
- b) Describe the potential benefits that arise from partnerships and collaborations for sustainable tourism development (10 marks)