



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 474-4: ECO TOURISM PRINCIPLES AND PRACTICES

DATE: 11/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Outline five reasons why it is important to plan for ecotourism (5 marks)
- b) List five locally available materials for building eco-tourism facilities (5 marks)
- c) Highlight the challenges facing community-based eco-tourism (5 marks)
- d) Outline five best practices under the eco-rating scheme. (5 marks)
- e) List five stakeholders involved in the Development of ecotourism (5 marks)
- f) Highlight five key criteria that are used to define ecotourism (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the possible challenges of developing ecotourism ventures in the Northern touristic circuit (10 marks)
- b) Describe five principles of Ecotourism (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe five factors to consider while planning for ecotourism (10 marks)
- b) Discuss five negative socio-economic impacts ecotourism (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the Role of Eco- Tourism Society in Kenya (10 marks)
- b) Discuss the objectives of the code of conduct for Tourism (10 marks)

QUESTION FIVE (20 MARKS)

- a) Elaborate five policies that help community-based Ecotourism growth (10 marks)
- b) Outline five positive socio – cultural impacts of Tourism (10 marks)