

MACHAKOS UNIVERSITY
SPECIAL/SUPPLEMENTARY EXAMS
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
SUPPLEMENTARY EXAMINATION FOR THE AWARD OF DEGREE IN
BACHELOR OF HOSPITALITY MANAGEMENT
COURSE: BTM 261: ECO-TOURISM PRINCIPLES AND PRACTICES

DATE :

TIME :

SECTION A-30 marks

1. Answer the following questions :

- a) What are the main concerns of ecotourism **(3 marks)**
- b) State any three forms of ecotourism **(3 marks)**
- c) Explain the concept of carrying capacity **(4 marks)**
- d) Describe the significance of certification to a tourism destination **(5 marks)**
- e) Outline any five principles of Ecotourism **(5 marks)**
- f) Briefly describe the Kenyan code of conduct for ;
 - a) Ecotourists **(5 marks)**
 - b) Tour operators and destination managers **(5 marks)**

SECTION B-40 marks

- 2. Analyse how the characteristics of mass tourism differ from those of ecotourism **(20 marks)**
- 3. a) Explain the impacts of the tourist gaze on host communities **(10 marks)**
- b) Using Butler's tourism area life cycle models, describe the various stages that destinations go through as they develop **(10 marks)**
- 4. a) Outline the ecotourism planning process **(10 marks)**
- b) Describe some of the challenges facing community ecotourism projects **(10 marks)**
- 5. Discuss the pros and cons of ecotourism to a destination. **(20 marks)**