



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN

HOSPITALITY AND TOURISM MANAGEMENT

BTM 472: SUSTAINABLE TOURISM MANAGEMENT

DATE: 25/7/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: Answer all questions in this section (30 marks)

1. a) Justify the need for involving local communities in the operations of tourism projects (5 marks)
- b) Write short notes about the following:
 - i) Agenda 21 for travel and tourism industry (4 marks)
 - ii) Ecotourism (3 marks)
 - iii) Green consumerism (3 marks)
- c) Identify any one tourism destination, facility or project that is well recognized for best sustainability tourism practices and explain how it has managed to attain this. (10 marks)
- d) Outline ten principles of sustainability adopted in the tourism industry to promote sustainable development. (5 marks)

SECTION B: Answer any two questions in this section (40 marks)

2. Describe the three dimension of sustainability highlighting the indicators for achievement of each of the dimensions. (20 marks)

3. a) Explain the roles played by governmental agencies in facilitating sustainable tourism development in Kenya. (10 marks)
- b) Outline the chronology of sustainable development conferences which culminated in the birth of the concept of sustainable tourism. (10 marks)
4. a) Explain why the attainment of sustainability in tourism development largely remains elusive to many tourist destinations across the world. (10 marks)
- b) Examine five ways of minimizing the negative impacts of tourism in Kenya's National Parks and Reserves. (10 marks)
5. Discuss the multiplicity of benefits that accrue to third world tourist destinations which apply the principles of sustainability in tourism development and management of hospitality ventures. (20 marks)