



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 477: ECO -TOURISM PRINCIPLES AND PRACTICE

DATE: 26/7/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a) Define the following terms as used in eco-tourism. (10 marks)
 - i. Eco tourism
 - ii. Eco-lodge
 - iii. Eco labelling
 - iv. ecology
 - v. Eco- schooling
- b) State five types of tourism related to ecotourism (5 marks)
- c) Name five locally available materials for building ecotourism facilities (5 marks)
- d) State five challenges facing ecotourism projects in Kenya (5 marks)
- e) State five characteristics of ecotourism (5 marks)
2. a) Explain five factors to consider when developing an ecotourism project. (10 marks)
- b) Explain five ecotourism code of conduct for Eco tourists (10 marks)
3. a) You are an eco-tourist planning to visit Lewa conservancy in the near future. Explain six challenges you are most likely to face for not observing the eco-tourism code of conduct (12 marks)
- b) Explain four benefits accrued from the ecotourism activities (8 marks)

4. a) Discuss five principles of ecotourism (10 marks)
- b) The management of IT Ngwesi lodge want to introduce discotheques in the ecotourism facility. As an ecotourism student advise them on the dangers of disco in the facility (10 marks)
5. a) Explain five possible challenges of developing an ecotourism venture in Northern tourist circuit (10 marks)
- b) You have been appointed as an Eco- tour marketer in Eagles Tour Company, clearly explain how you are going to segment the ecotourism market. (10 marks)