



MACHAKOS UNIVERSITY

University Examinations 2020/2021 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: 29/3/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- Identify Seven priority areas for action that were laid down by agenda 21 for the Tourism industry. (7 marks)
- Highlight five roles of the Ministry responsible Tourism in Kenya. (5 marks)
- Identify eight reasons why it is important for businesses in the tourism sector to collaborate in sustainable tourism development. (8 marks)
- Involvement of communities in tourism development process is vital, if regions wish to deliver tourism experience, which ensures both visitors satisfaction and on-going benefit for the residents of a destination area. However this has not been fully achieved due to a number of setbacks. Identify Ten of such setbacks. (10 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 MARKS)

- There is still an ongoing refinement of the concept of sustainable development and increasing emphasis on its application. Describe five components of sustainable development that are of relevant to tourism. (10 marks)
- Developments have always led to changes in tourist demand and faced service providers in tourism with substantial need to adjust. Suggest possible solutions to the emerging trends in sustainable tourism development. (10 marks)

QUESTION THREE (20 MARKS)

- a) Analyse four principles of sustainable tourism development and highlight two ways through which each principle can be achieved. (12 marks)
- b) Describe eight responsibilities of tourists in sustainable destination planning. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Assuming that you are a new employee of XYZ beach resort in Mombasa County, and you are tasked with the responsibility of ensuring that the facility adopts sustainability practices. Recommend five sustainability practices that the facility should adopt. (10 marks)
- b) In Planning for Sustainable Tourism Development, it is important to carry out Tourism Supply analysis. Analyze five supply factors that are important considerations for successful sustainable tourism development. (10 marks)

QUESTION FIVE (20 MARKS)

- a) As a Minister of Tourism in Kenya, you are expected to present a paper to the Cabinet on the state of sustainable tourism development in Kenya. Provide the summary of the presentation. (10 marks)
- b) Describe five negative economic impacts of Tourism. (10 marks)