



# **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 474-4: ECOTOURISM PRINCIPLES AND PRACTICES**

**DATE: 31/3/2021**

**TIME: 2.00-4.00 PM**

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## **INSTRUCTIONS**

**Answer Question One and Any Other Two Questions**

### **QUESTION ONE (COMPULSORY) (30 MARKS)**

- a) Outline four possible problems that pose as a barrier towards achieving Eco tourism goals in Kenya. (5 marks)
- b) List 8 benefits accrued from the ecotourism activities. (8 marks)
- c) Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature. Analyze five factors that will qualify the above statement. (12 marks)
- d) Outline 5 Possible challenges of developing an ecotourism venture in Northern tourist circuit (5 marks)

### **QUESTION TWO (20 MARKS)**

- a) Ecotourism avoids negative impacts that can damage the natural or cultural environments being visited. Using examples propose six possible means through which the above can be achieved. (12 marks)
- b) Carrying capacity can be effectively managed and maintained through several approaches. Using examples propose four such approaches for effective carrying capacity Management (8 marks)

### **QUESTION THREE (20 MARKS)**

- a) In order for Tourism facilities in Kenya to obtain a certification, ecotourism society of Kenya has a certain criteria that needs to be followed for such rating to be awarded. Propose two activities under the following sub headings that aspiring facilities need to undertake in order to be certified in either Bronze, silver or Gold category.

Waste Water Management (2 marks)

Solid waste management (2 marks)

Energy policy usage (2 marks)

Visitor Education (2 marks)

Program Sustainability (2 marks)

- b) Lack of unplanned and uncontrolled tourism growth may have environment and socio economic effect. Critique the above statement. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Describe seven negative impacts of tourism on environment and identify seven ways through which such impacts can be minimized. (14 marks)
- b) Describe 6 factors to consider when planning for ecotourism. (6 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Assume that you are part of a group of tourists intending to visit Tsavo east National park for a camping tour for 3 days. As a responsible traveler propose activities that you will carry out to ensure that the tour is eco friendly. (10 marks)
- b) **Il Ngwesi** Group Ranch, located in Laikipia District, Kenya converted over 8,000 hectares of their land from a cattle ranching to conservation. Justify the above move. (10 marks)