



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT.

DTM 044: ECOTOURISM

DATE: 19/10/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question **One** (Compulsory) and any other Two questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain five types of tourism associated with ecotourism. (10 marks)
- b) Name five locally available materials that can be used when constructing ecotourism facilities. (5 marks)
- c) State five factors to consider when designing ecotourism facilities. (5 marks)
- d) Explain five characteristics of ecotourism . (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain five factors that have hindered the growth of ecotourism in North Eastern Kenya. (10 marks)
- b) Describe five social cultural impacts of ecotourism in Kenya. (10 marks)

QUESTION THREE (20 MARKS)

- a) You are a green tourism consultant working with Eco tourism Kenya. You have been conducted by a women group in Samburu county who want to start and ecotourism projects. Explain to the group the Five principles of Ecotourism that they have to consider for the project to be viable. (10 marks)
- b) Describe to them five factors to consider in ecotourism management plan development. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five elements that ecotourism Marketing must adopt for it to be successful. (10 marks)
- b) Explain five environmental impacts of ecotourism in a destination. (10 marks)

QUESTION FIVE

- a) Explain five challenges a visitor will encounter for not observing ecotourism code of conduct. (10 marks)
- b) Explain the importance of Ecolabelling and certification to the tourism industry in Kenya. (10 marks)