



MACHAKOS UNIVERSITY

University Examinations 2018/2019

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 PRINCIPLES

DATE: 15/4/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

Read the following case study and answer the questions.

POLICE HUNT FOR MAN WHO ATTACKED NAROK CONSERVATIONIST

Tension is high at Olaro nature controversy in Narok south after conservationist William Rex Hofmeyr, 51, was shot with an arrow and seriously injured on the jaws on October 12 2018.

Mr. Hofmeyr, the manager of the 1,200-acre conservancy was Friday ambushed by a lone assailant with a bow and arrows

The Briton was wounded after the arrow penetrated through his right cheek with its head stuck on the left side of his mouth between his molar teeth

According to the police at the majimoto police post, Mr. Hofmeyr was shot at close range as he patrolled the conservancy at around 5pm on Friday near disputed dam between the protected area and community land

Attacker

According to Narock South OCPD Anthony Shimoli, the suspect, dressed in Maasai Regalia, emerged from a nearby shrub, armed with a bow and arrows and shot Mr. Hofmeyr.

Mr. Hofmeyr was rushed to Ngoswani community health center where he was treated and discharged

The conservator managed to escape after firing in the air twice and retreated to his high end resort before he was rushed to a nearby dispensary in Ngusarani where the arrow head was removed, “said Mr. Shimoli

According to the police, efforts to trace the assailant are still underway

The police boss revealed that the Briton is in stable condition but traumatized

The attack comes four days after more than 1000 members of majimoto group ranch brought operations along the Narok-Sikinani road to a standstill protesting the shooting of cows at the disputed dam which acts as a water point for the community

ENRAGED

According to Mr. Moses Siololo, they were enraged because the conservationist has failed to constitute a proper management plan

The also accused the conservationist of failure to conduct elections of officials and a conservancy committee, failure to review the land lease agreement among other grievance’s

He said their agitation for change in the management of the conservancy is for the general good of the community

He said members have contributed over 20million towards setting up of beacons on the conservancy land, with each member contributing sh 10,000, but funds cannot be accounted for The standoff is just one of the many land grievances’ in the area as many pastoralists have lost access to their land and water points after leaving it to multi nationals who have set high end tourist lodges and tented camps

Answer the questions below

- a) State five problems facing oraro community ranch in Narok County. (5 marks)
- b) Explain five measures the ranch management should take to resolves conflicts between it and the maa community (10 marks)
- c) Highlight five characteristics of ecotourism in Kenya. (5 marks)
- d) Name five types of tourism associated with ecotourism (5 marks)
- e) State five characteristics of ecotourism products. (5 marks)

QUESTION TWO (20 MARKS)

- a) You are the marketing manager in ol pogi conservancy in Samburu. Clearly explain to the management how you are going to segment the Eco tourists for easy marketing. (10 marks)
- b) The ministry of Tourism in Kenya wants to open up North-Eastern Kenya for ecotourism, you are one of the officials drawing the project management plan at Regional level in Garissa county ministry of tourism. Discuss the challenges you are likely to face before the project is established. (10 marks)

QUESTION THREE (20 MARKS)

- a) Culture is one of the great contributor to ecotourism growth in Kenya. Explain five negative impacts of ecotourism on culture. (10 marks)
- b) Discuss five ways on which ecotourism contributes to conservation of the environment. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five codes of practice for ecotourism operators (10 marks)
- b) Describe five benefits ecotourism projects enjoy after eco-certification. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Ecotourism contributes to economic growth, explain five positive economic impacts of ecotourism. (10 marks)
- b) State ten repercussions Ecotourists are likely to encounter for not observing visitor code of conduct. (10 marks)