MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT (TOURISM MANAGEMENT)

BTM 400: SUSTAINABLE TOURISM MANAGEMENT

DATE: **TIME:**

INSTRUCTIONS:
*Answer question **ONE (Compulsory)** and **any other TWO** questions*

QUESTION ONE (30 MARKS)

a) Define the following terms as used in Sustainable Tourism. **(10 marks)**

i. Blue Economy

ii. Clean production

iii. Green Practices

iv. Carbon off setting

v. Circular Economy

b) List any five challenges that make it difficult to achieve sustainability in Kenya. **(5marks)**

c) Identify six priority areas for action that were laid down by agenda 21 for the Tourism industry. **(6marks)**

d) Using two examples in each case, propose how the four principles of sustainable tourism can be achieved. **(4marks)**

e) List five benefits of engaging in tourism that is sustainable Tourism. **(5 marks)**

QUESTION TWO (20 MARKS)

a) Following a successful tour of the North Rift and Western circuits, evaluate the extent of implementation of sustainable tourism practices. **(14 marks)**

b) Discuss six ways in which community participation contributes to environmental conservation, cultural preservation, and economic benefits. **(6 marks)**

QUESTION THREE (20 MARKS)

a) Describe five strategies that the Kenyan government can adopt to support sustainable tourism development.
(10marks)

b) Critically analyse the efforts that are in place by destination Kenya to achieve five sustainable development goals (SDGs).
(10marks)

QUESTION FOUR (20 MARKS)

a) Evaluate any five challenges faced by tourism destinations in Kenya in balancing economic growth, environmental preservation and social equity. **(10 marks)**

b) Northern Range Trust (NRT) was founded as a shared resource to help build and develop community conservancies, which are best positioned to improve people's lives, build peace, and conserve the natural environment. Describe five activities that NRT is undertaking in collaboration with community owned conservancies in promoting sustainable tourism in northern Kenya. **(10marks)**

QUESTION FIVE (20 MARKS)

a) Analyse five key indicators that can be used to assess the success or failure of sustainable tourism planning initiatives. **(10marks)**

b) Using examples, describe five strategies that are in place to minimize negative impacts of tourism while maximizing positive outcomes for local communities and environments.

(10marks)