



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT  
(DTM)

**BHT 2307: ECOTOURISM**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Explain what you understand by the following terms:
- i) Ecolodge
  - ii) Nature based tourism
  - iii) Ecotourist
  - iv) Local vendors
  - v) Alternative tourism
- (10 marks)**
- b) Explain **FIVE** components of Ecotourism. **(10 marks)**
- c) Explain the concept of Eco-labelling and the goals it aspires to achieve in tourism development. **(10 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

Citing examples in Kenya, discuss the benefits accrued by the local communities through the establishment of Ecotourism ventures. **(20 marks)**

### QUESTION 3

- a) Briefly define pro-poor tourism as a concept. **(5 marks)**
- b) Explain the various strategies used in pro-poor tourism. **(15 marks)**

### QUESTION 4

Ecotourism holds the future for biodiversity conservation and economic development in rural areas. Explain the economic and environmental impacts of ecotourism. **(20 marks)**

### QUESTION 5

Explain the principles of Ecotourism. **(20 marks)**