



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S13)

BHT 4408 : ECOTOURISM MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME:2HOURS

DATE:Pick Date**DECEMBER 2016**

Instructions to Candidates

You should have the following for this examination

-*Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

1. a) Define the term “ecotourism” (5 Marks)
- b) Ecotourism is applicable to all the elements of the tourism sector value chain. Explain. (10 Marks)
- c) Outline 5 characteristics of an ecotourism product (5 Marks)
- d) Management planning for wildlife national parks and reserves in Kenya should include ecotourism best practices. Describe the process of developing of an ecotourism management plan for a wildlife protected area (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

2. A tourist hotel in Malindi region along the Kenya coastline is keen to have an ecotourism certification.

- a) Describe 5 requirements that the tourist hotel must have in order to qualify and achieve the certification successfully (10 Marks)
- b) Explain 5 benefits the hotel will gain from having the ecotourism certification (10 Marks)

QUESTION THREE

3. A tour operator has re-engineered its business model in order to adopt ecotourism for all the products it offers. Hence, the operator is recruiting a new ecotourism manager and has advertised the job vacancy in a national newspaper. Apply for the job as follows:

- a) Outline 5 qualifications you have for the job of an ecotourism manager (10 Marks)
- b) Describe 5 key job outputs or outcomes you will deliver as the ecotourism manager (10 Marks)

QUESTION FOUR

4. Ecotourism promotes and also advocates for equitable sharing of benefits accrued from tourism and travelers.

- a) Describe the 5 types of benefits promoted through ecotourism (10 Marks)
- b) Give 5 examples of non-financial benefits accrued from ecotourism (5 Marks)
- c) Name 5 things that both the land owners and tourism operators must consider in negotiating a benefits sharing plan (5Marks)

QUESTION FIVE

5. a) “Ecotourism is a niche product whereby clients pay handsomely. But most critics claim that ecotourism is a failure because the financial gains do not benefit conservation or local people”. Give 10 reasons why the critics commonly make this claim (20 Marks)