



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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## **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)