



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 4401: SUSTAINABLE TOURISM

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

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) As a tourism manager, describe the meaning of the term 'tourism sustainability' (5 Marks)
- b) Name one distinguishing characteristic for a tourism product in each of the following types of sustainable tourism (10 Marks).
 - i. Ecotourism
 - ii. Pro-poor tourism
 - iii. Fair trade tourism
 - iv. Agro-tourism
 - v. Culture and heritage tourism
- c) Community involvement as a key strategy for sustainable tourism under vision 2030 is fraught with many problems and challenges. Explain (10 Marks).
- d) "Sustainable tourism certification will not fill your business with new clients". Explain. (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

2. Outline 10 challenges that would prevent the achieving of sustainable tourism under Kenya's national tourism policy. (20 Marks)

QUESTION THREE

3. a) Explain the similarities between sustainable tourism and social entrepreneurship (10 Marks)
- b) Explain how to assess tourism sustainability in a business corporation under the broad principles of sustainable tourism (10 Marks)

QUESTION FOUR

4. Sustainable tourism is a cure for crises such as child sex, terrorism, natural disasters, wildlife poaching and effects of climate change for Kenya as a tourist destination. Discuss. (20 Marks)

QUESTION FIVE

5. b) Give 5 differences between a sustainable tourism model and a sustainable tourism approach. (10 Marks)
- c) Explain any 5 challenges that a hotel would face in promoting sustainable tourism through the pro-poor tourism model. (10 Marks)