



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)

BHT 4401: SUSTAINABLE TOURISM
SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

1. Outline two examples of different types of tourism impacts in a destination (10 Marks)
 - i. Economic impacts
 - ii. Environmental impacts
 - iii. Social impacts
 - iv. Cultural impacts
 - v. Political impacts

2. Explain how corporate social responsibility (CSR) can be used for enhancing the sustainability of a hotel. (10 Marks)

3. Under Vision 2030, Kenya aims to become a top 10 long haul destination in the world by attracting about 10 million international tourists every year. Describe 5 sustainable tourism marketing strategies

that policy makers and stakeholders should advocate for in order to achieve the goal of this ambitious plan. (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

2. Discuss the following criticism: “The whole sustainable tourism debate is based more on value judgments than on empirical research or factual evidence. (20 Marks)

QUESTION THREE

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

QUESTION FOUR

4. a) Using clear examples to illustrate your answer, define the following sustainable tourism management tools. (8 Marks)
- i. Sustainable tourism accreditation
 - ii. Eco-labelling
 - iii. Environmental Audits
 - iv. Environmental and Social Impact Assessment
- b) Explain the difference between the following terms (12 Marks)
- i) Carrying capacity versus. Limits of Acceptable Change
 - ii) Process-based certification versus. performance certification
 - iii) First-hand certification versus. Third handing certification

QUESTION FIVE

5. a) Explain the problem of green washing in the tourism sector (10 Marks)
- b) Outline 5 qualities of a sustainable tourism product (10 Marks)