



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION
DIPLOMA IN TOURISM MANAGEMENT (DTM)

BHT 2208: ECOTOURISM

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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

- Explain the concept “ Ecotourism” (8 marks)
- Distinguish between “Hard” and “Soft” Ecotourism (8 Marks)
- Explain FIVE (5) motivation for Eco tourists visiting Kenya’s tourist attractions (10 Marks)
- Describe FOUR (4) activities undertaken by Eco tourists visiting nature attractions in Kenya (8 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- Discuss the impetus behind the global growth of ecotourism as an alternative form of tourism (20 marks)

QUESTION THREE

- Describe the demographic profile of typical tourists participating in ecotourism (10 marks).
- Describe the typical trip characteristics of Eco tourists visiting Kenya’s national Parks (10 marks)

QUESTION FOUR

- a) Ecotourism has been described as “a panacea” to adverse ecological consequences of tourism in natural environments. Explain TEN (10) points that attest to the veracity of this contention (20 marks)

QUESTION FIVE

- a) Explain FIVE strategies that a park tourism manager can employ to improve Eco tourists’ experience in the park (10 marks)
- b) Describe the roles of FIVE (5) stakeholders involved in development of ecotourism in a destination area (10 marks)