



TECHNICAL UNIVERSITY OF MOMBASA

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

Type unit code: BHT 2208: ECOTOURISM

SERIES: AUG 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 triad” (6 marks)
- Contrast between “Natural” and “unnatural” Ecotourism (4 Marks)
- Explain the psychographic attributes of Eco tourists visiting Kenya’s tourist attractions (10 Marks)
- Describe FIVE (5) attractions popular with Eco tourists in Kenya (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- Discuss factors that point to increasing significance of ecotourism as an alternative form of tourism for the future (20 marks)

QUESTION THREE

- Describe factors that can hinder development of ecotourism in a destination such as Kenya (10 marks).
- Describe the typical trip characteristics of Eco tourists visiting Kenya’s national Parks (10 marks)

QUESTION FOUR

- a) Pundits argue that “Ecotourism can be the solution to socio-economic challenges facing communities living adjacent to wildlife protected areas”. With examples from Kenya, explain why this school of thought is justified (20 marks)

QUESTION FIVE

- a) Explain FIVE strategies that destination managers can employ to mitigate adverse impacts of Eco tourists in places they visit (10 marks)
- b) Explain the benefits of a code of ethics for practitioners involved in ecotourism service provision (10 marks)