



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE: DIPLOMA IN TOURISM MANAGEMENT (DTM S23)

BHT 2208: ECOTOURISM

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

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

- a) Examine **FIVE** factors that can increase the significance of ecotourism as an alternative form of tourism for the future. **(10 Marks)**

- b) Explain **FIVE** psychographic attributes of Eco tourists visiting Kenya's tourist attractions. **(10 Marks)**

- c) Describe **FIVE** factors to consider in ecotourism planning. **(10 marks)**

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain **FIVE** causes of Ecotourism Planning failures. **(10 Marks)**
- b) Explain **FIVE** benefits of a code of ethics for practitioners involved in ecotourism service provision. **(10 marks)**

QUESTION THREE

- a) Describe **FIVE** factors hindering development of ecotourism in a destination. **(10 Marks)**
- b) Describe **FIVE** typical characteristics of Eco tourists visiting Kenya's national Parks. **(10 marks)**

QUESTION FOUR

- 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 various strategies used in pro-poor tourism. **(10 Marks)**

QUESTION FIVE

- a) Explain **FIVE** components of Ecotourism. **(10 Marks)**
- b) Explain the concept of Eco-labelling and its goals in tourism development. **(10 Marks)**