



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 A21)

HHT 4401: SUSTAINABLE TOURISM MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: December 2024

TIME: 2 HOURS

DATE: Pick Date December 2024

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 1:

- a) Explain the Contribution of tourism to attainment of FIVE (5) sustainable development goals (10 marks)
- b) Describe four categories of ecosystem services provided by the Coastal and Marine Ecosystem (8 marks)
- c) Explain the concept-green washing (2 marks)
- d) Explain FIVE (5) impacts of climate change on the tourism value chain (10 marks)

SECTION B (Answer any two questions, each question has 20 Marks)

Question 2:

- a) Explain strategies a tourist destination area would rely on to enlist stakeholder participation in its management (10 marks)

- b) Explain the Concept “Triple bottom-line reporting” in the context of sustainable tourism (10 Marks)
- c) Justify tourism enterprises investment on corporate social responsibility programs (10 marks)

Question 3

- a) Using a schematic diagram describe a model for generic drivers to adoption of sustainable tourism practices by Kenya’s tourism enterprises (10 marks)
- b) Explain the role of women in Sustainable tourism (10 marks)

Question 4:

- c) With Specific examples, describe strategies a hotel manager would implement to enhance the hotels sustainability profile with regard to solid waste management (10 marks);
- d) Explain the challenges of sustainability reporting in the context of a developing country’s tourism industry (10 marks)

Question 5:

- a) Explain FIVE strategies you can recommend to enhance local community ownership in their local tourism industry (10 mars)
- b) Explain FIVE incentives that you would propose to enhance adoption of sustainable tourism practices by small and medium sized tourism enterprises in Kenya (10 marks)