



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 4406: ECOTOURISM MANAGEMENT

END OF SEMESTER EXAMINATION PAPER ONE

SERIES: DECEMBER 2024

TIME: 2 HOURS

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 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. Differentiate the following terminologies as used Ecotourism Management: (10mks)
 - I. Ecotourism and Sustainable Tourism
 - II. Mass Tourism and Alternative Tourism
 - III. Nature Tourism and Agritourism
 - IV. Cultural Tourism and Ethno-Tourism
 - V. Rural Tourism and Community-Based Tourism
- b. Describe five relevance of ecotourism to a developing country. (5mks)
- c. Explain five benefits of eco-labelling of tourism-regulated enterprises in Kenya. (5mks)
- d. Identify five codes of conduct to be observed by tourists in protected areas (PAs) in Kenya. (5mks)
- e. Enumerate five examples of ecotourism projects in Kenya. (5mks)

SECTION B (Answer only TWO questions)

40 POINTS

QUESTION TWO (20mks)

- i. Describe five tools used in managing visitor numbers at a tourism destination. (10mks)
- ii. Discuss five principles of ecotourism practice in Kenya. (10mks)

QUESTION THREE (20mks)

- i. Describe six attributes of ecotourism as a valuable tool for conservation. (6mks)
- ii. Explain five ways through which local communities get involved in ecotourism. (10mks)
- iii. Highlight four positive impacts of ecotourism to local communities at a destination. (4mks)

QUESTION FOUR (20mks)

- i. Explain the eight phases of an ecotourism planning process. (16mks)
- ii. Discuss four relevance of an integrated planning model in ecotourism. (4mks)

QUESTION FIVE (20mks)

- i. Explain four factors that influence ecotourism product marketing. (8mks)
- ii. Describe six challenges facing ecotourism projects in Kenya how they can be addressed. (12mks)