



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 TWO

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date 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. Explain the following terms as used in Ecotourism Management. (10mks)
 - i. Eco-rating
 - ii. Eco-lodge
 - iii. Ecological footprint
 - iv. Greenwashing
 - v. Agri-tourism
- b. Describe five opportunities that can be derived from ecotourism projects in Kenya. (5mks)
- c. Explain five significances of eco-labelling of tourism enterprises in Kenya. (5mks)
- d. Enumerate five functions of ecotourism based on Ross and Wall (1999) model. (5mks)
- e. Describe five unique attributes of eco-tourists. (5mks)

SECTION B (Answer only TWO questions)

40 POINTS

QUESTION TWO (20mks)

- i. Discuss five principles of ecotourism practice in Kenya. (10mks)
- ii. Describe five organisations spearheading ecotourism practices for prosperity in Kenya. (10mks)

QUESTION THREE (20mks)

- i. Explain five ways through which local communities get involved in ecotourism. (10mks)
- ii. Describe five attributes of ecotourism that make it a valuable tool for conservation. (10mks)

QUESTION FOUR (20mks)

- i. Explain five roles of the private sector in promoting ecotourism at a destination. (10mks)
- ii. Discuss five relevance of an integrated planning model in ecotourism. (10mks)

QUESTION FIVE (20mks)

- i. Describe five challenges faced by the private sector in pursuing ecotourism projects in Kenya. (10mks)
- ii. Discuss five areas the private sector can participate in to accelerate ecotourism development. (10mks)