



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE CERTIFICATE IN BUSINESS
ADMINISTRATION**

4TH YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1403

COURSE TITLE: Sustainable Tourism.

DATE: 07/12/2022

SESSION: 9.00-11.00AM

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

- a.) Identify five negative impacts of tourism on natural environment (10 marks)
- b.) Outline the aims for an agenda for sustainable tourism according to United Nations World Tourism Organization. (10 marks)
- c.) Identify the forms of social media that can be used to spread sustainable tourism ideals. (10 marks)

QUESTION TWO

- a) Describe five types of attractions available for tourist consumption in Nairobi tourist circuit(10 marks)
- b.) Discuss the challenges that the development of sustainable tourism in Kenya may face (10 marks)

QUESTION THREE

- a) Explain the positive impacts of tourism on social environment (5 marks)
- b) Assess the complex environment ethical issues affecting the scuba diving community in marine ecosystems. (10 marks)

QUESTION FOUR

- a) Explain the ways in which sustainable tourism consumer's behavior can be enhanced in a destination like Maasai Mara (10 marks)
- b) Discuss the instruments that governments can use to influence the sustainability of tourism (10 marks)

QUESTION FIVE

- a) Explain the challenges that Mount Kenya National park is facing from tourism activities. (10 marks)
- b) Discuss the measures to be undertaken in the restoration of coastal habitats in Europe. (10 marks)