

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**BUSINESS DEPARTMENT**

**BTM 3412 - SUSTAINABLE TOURISM END OF SEMESTER EXAM**

**INSTRUCTIONS:** Answer question one and any other two questions.

1. a.) Explain the negative impacts of tourism on natural environment (5 marks)  
b.) Outline the aims for an agenda for sustainable tourism according to United Nations World Tourism Organization. (5 marks)  
c.) Outline key water consumers in the tourism and hospitality sector (5 marks)  
d.) Explain five approaches to realization of soft tourism (5 marks)  
e.) Identify five forms of social media that can be used to spread sustainable tourism ideals. (5 marks)  
f) In your opinion why do you think Africa needs ecotourism development (5marks)
2. a) Describe the types of attractions available for tourist consumption in tourism destination ( 10 marks)  
b.) Discuss the challenges that are faced by sustainable tourism development in Kenya (10 marks)
3. a) Explain the positive impacts of tourism on social environment (5 marks)  
b) Identify the complex environment ethical issues affecting the scuba diving community in marine ecosystems. (10 marks)
4. a) Explain the various ways in which sustainable tourism consumers' behavior can be enhanced in a destination. ( 10 marks)  
b) Discuss the instruments that governments can use to influence the sustainability of tourism (10 marks)
5. a) Explain the key aspects of the strategy and action plan that stand out in the development of ecotourism in Bulgaria. (10 marks)  
b) Discuss the measures to be undertaken in the restoration of coastal habitats in Europe. (10 marks)