



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM
MANAGEMENT 2ND YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: B T M 3214

COURSE TITLE: ECOTOURISM

EXAM VENUE:

STREAM: BTM Y2S1

DATE:

EXAM SESSION:

TIME: 2 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) Explain five benefits that a community implementing ecotourism would get from the activity (5 marks)
- b) Outline five characteristics of ecotourism (5 marks)
- c) Explain five responsibilities that mountaineers should undertake when going up Mount Kenya.(5 marks)
- d) Explain five to look for when identify birds at a bird watching site. (5 marks)
- e) Briefly outline five eco friendly leisure activities that can be undertaken in a marine park. (5 marks)
- f) Outline five roles that the local community play in the development of ecotourism (5 marks)

QUESTION TWO

- a) Discuss five reasons that have led to the criticism of mass tourism in the world today (10 marks)
- b) Explain five planning approaches to ecotourism development in a destination (5 marks)

QUESTION THREE

- a) Discuss five ecotourism guidelines to be observed by responsible travelers visiting an ecotourism site.(10 marks)
- b) Identify five strategies that can be put in place to help achieve principles of ecotourism. (10 marks)

QUESTION FOUR

- a) Outline five objectives of eco tourism Kenya (10 marks)
- b) Explain five ways in which ecotourism can be made more sustainable in a destination (10 marks)

QUESTION FIVE

- a) Explain five benefits that an Eco lodge would bring to the local community (10 marks)
- b) Identify five benefits that ecotourism can bring to the natural environment (10 marks)