



**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 4<sup>TH</sup> YEAR 1<sup>ST</sup> SEMESTER**

**MAIN CAMPUS**

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**COURSE CODE: BTM 3412**

**COURSE TITLE: SUSTAINABLE TOURISM**

**EXAM VENUE:**

**STREAM: BTM Y4S1**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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 (5 marks)
- b.) Outline five 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 (5 marks)

### **QUESTION TWO**

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

### **QUESTION THREE**

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

### **QUESTION FOUR**

- a) Explain five ways in which sustainable tourism consumers behavior can be enhanced in a destination. ( 10 marks)
- b) Discuss five instruments that governments can use to influence the sustainability of tourism (10 marks)

### **QUESTION FIVE**

- 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 five measures to be undertaken in the restoration of coastal habitats in Europe.(10 marks)