



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE IN INTERNATIONAL
TOURISM MANAGEMENT**

SECOND YEAR SECOND SEMESTER 2024/2025 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1207

DATE:14/1/25

COURSE TITLE: ECOTOURISM

EXAM SESSION:9-11.00 AM

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO 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) Outline five responsibilities that boat operators in Lake Victoria must take when taking visitors to lake tours (10 Marks)
- b) Explain five characteristics of Ecotourism that qualifies it to be unique.(10 Marks)
- c) Outline five challenges that hinder the development of Trail tourism in Kenya (10 Marks)

QUESTION TWO

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

QUESTION THREE

- a) Explain the ecotourism guidelines to be observed by responsible travelers visiting an ecotourism site like Got Ramogi (10 marks)
- b) Explain the strategies that can be put in place to help achieve principles of ecotourism in a destination. (10 marks)

QUESTION FOUR

- a) Outline the objectives of eco-tourism Kenya that help them meet their goals (10 marks)
- b) Explain ways in which ecotourism can be made more sustainable in a destination(10 marks)

QUESTION FIVE

- a) Enumerate the benefits that an Eco lodge would bring to the local community (10 marks)
- b) The possible challenges that a manager of an ecotourism venture is likely to face when undertaking their work. (10 marks)