



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4TH YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: BTM 3427

COURSE TITLE: COMMUNITY BASED TOURISM

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE 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**

Instructions:

Answer **QUESTION ONE** and any other two questions in the answer booklet provided.

QUESTION ONE (30 MARKS)

- a) State the differences between the institutionalised and non- institutionalised tourism. (10 Marks)
- b) Community-based tourism (CBT) is often used as a tool to conserve and preserve our natural resources in less developed countries. Critically analyse the reasons why Kenyan government would want to use CBT in this way. (10 Marks)
- c) Discuss the positive impacts and challenges of community- based tourism of a given tourism destination. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Illustrate the basic components of a typical community- based tourism business plan that will be used by the wasp kedong community for funding their venture. (10 Marks)
- b) Discuss the joint venture approach to CBT enterprise business structure and explain its strength. (10 Marks)

QUESTION THREE (20 MARKS)

Eco-tourism, rural and Community Based Tourism are seen as both a set of principles as well as a tourism market segment. Regardless of the actual terms used, there are some key processes and practices that can ensure community- based ecotourism (CBT) is appropriately and effectively considered, planned and managed for the benefit of both people and place.

- a) State and discuss what will be considered as major enabling conditions for good practice CBT in Kenya. (10 Marks)

b) Explain in details the Barriers to the development of CBT. (10 Marks)

QUESTION FOUR (20 MARKS)

a) State and explain key areas of engagement, where the local communities can participate in the betterment of a community- based tourism (CBT) venture. (10 Marks)

b) Working as community- based tourism consultant, Illustrate the key features of a successful CBT ventures. (10 Marks)

QUESTION FIVE (20 MARKS)

a) The collection of information and data of a CBT to inform the monitoring and evaluation process can come from a range of different sources, State and explain giving examples where necessary. (10 Marks)

b) A number of logical steps should always be followed when designing an eco-tourism programme. Failure to fully address any of these stages could jeopardise the sustainability of the programme in the future. Discuss those key steps. (10 Marks)