

CO-OPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATIONS APRIL 2022
EXAMINATION FOR THE BACHELOR OF TOURISM MANAGEMENT
YEAR THREE SEMESTER TWO
BTM 3203: SUSTAINABLE TOURISM

Instructions:

Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a. With reference to Sustainable Development Goals (SDGs), discuss Kenya's tourism sector responsiveness towards implementing the goals (15 marks)
- b. Analyse the five identifiable stages in the evolution of tourism theory towards sustainability (15 marks)

QUESTION TWO

- a. Illustrate any five sources of stress on national parks that may hinder quality ecotourism experience (10 marks)
- b. Develop 10 code of ethics/practice for a destination of your choice to enhance Sustainable tourism (10 marks)

QUESTION THREE

- a. Ecotourism has been projected as a sustainable form of tourism. However to some, 'genuine ecotourism is hard to find'. Explain why such comments may be valid (10 marks)
- b. "Few if any tourism products are truly sustainable and fewer if any destinations can be called sustainable". Comment (10 marks)

QUESTION FOUR

You have been asked to give a presentation entitled: "tourism, the good, the bad and the ugly". Using relevant examples, discuss the key issues in relation to the natural environment and host communities (20 marks)

QUESTION FIVE

The hotel sector response to the increasing need for environmental consciousness has been to establish systems and procedures at the core of the decision-making process and to bring sustainable tourism to hotel units through environmental initiatives, such as environmental management systems and eco-labeling schemes. Discuss