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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY MANAGEMENT

DHM 1616 – ECOTOURISM

Date: 13th April, 2018
Time: 8.30am – 10.30am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term ecotourism (2 Marks)
- b) Illustrate the advantages of tourism attractions (10 Marks)
- c) Highlight the key elements that tourists rely on to achieve the general goals and needs within a destination (10 Marks)
- c) State the principle of authentic ecotourism (8 Marks)

QUESTION TWO (20 MARKS)

Write short notes on potential benefits derived from an attractions tourist strategy (20 Marks)

QUESTION THREE (20 MARKS)

- a) What is the basic differences between mass tourism and attraction tourism (10 Marks)
- b) Describe briefly why values and ethnics are so important in the understanding of sustainable tourism (10 Marks)

QUESTION FOUR (20 MARKS)

- a) State the characteristics that have been used to differentiate ecotourism from other types (6 Marks)
- b) Explain the seven different undeveloped resource types as they appear to outdoor recreation and tourism (14 Marks)

QUESTION FIVE (20 MARKS)

- a) State the advantages of a cultural tourist (4 Marks)
- b) Discuss why mass tourism always unsustainable? Why or why not (4Marks)
- c) The tourism industry has long been recognised as a formidable agent of social and ecological change due to various attributes. Briefly highlight the attributes (10 Marks)