

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF TOURISM MANAGEMENT

MTOM 811: SUSTAINABLE TOURISM

STREAMS: MTOM

TIME: 3 HOURS

DAY/DATE: TUESDAY 06/04/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS:

- **Read the instructions in each section**
- **Switch off your mobile phones**
- **Cheating is not allowed**

SECTION A (ANSWER ALL QUESTIONS IN THIS SECTION) 20 MARKS

1. Briefly explain 5 principles of sustainable tourism [5 marks]
2. Explain 5 indicators of tourism sustainability at the local level [5 marks]
3. Explain the challenges facing the attainment of collaborative destination development [5 marks]
4. Explain 5 strategies used by destination managers in developing sustainable rural tourism development at the regional level [5 marks]

SECTION B (CHOOSE TWO QUESTIONS IN THIS SECTION (40 MARKS))

5. Discuss atleast 5 models used in measuring tourism sustainability [20 marks]
6. Discuss 10 procedures of integrating tourism development within the wider economic development of a county [20 marks]
7. Explain 10 points detailing the future impetus of alternative tourism development in African continent [20 marks]