

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND HOSPITALITY MANAGEMENT**

**TOHM 421: ECOTOURISM AND ENVIRONMENT**

**STREAMS: BSC(TOHM) Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- **Answer ALL Questions in Section A and any Two Questions in Section B**
- **Do not write anything on the question paper**

**SECTION A (30 MARKS)**

1. Explain briefly the impacts of mass tourism on the following
  - (a) Wildlife [3 marks]
  - (b) Habitat [3 marks]
2. Briefly discuss five key reasons why the government of Kenya should invest in ecotourism. [5 marks]
3. Explain briefly five challenges which ecotourism industry in Kenya has been experiencing in the recent past. [5 marks]
4. Describe four ecotourism businesses that you would consider setting up within Tharaka Nithi County and explain why. [4 marks]
5. Explain five forms of sustainable tourism being practiced in Kenya today. [5 marks]
6. Briefly describe five contributions of the hotel industry in promoting ecotourism in Kenya. [5 marks]

**SECTION B (40 MARKS)**

7. (i) Explain the factors contributing to mass tourism activities in four key tourism destinations in Kenya [12 marks]
- (ii) Discuss the factors causing continued growth of ecotourism in areas around the Maasai Mara Game Reserve. [8 marks]
8. (a) Describe four forms of pollution that would emanate from ecotourism activities at Kairini Conservancy, in Tharaka Nithi County. [8 marks]
- (b) The County Government of Tharaka Nithi is seeking to develop an ecotourism facility in Chuka forest. Advise the government on the type of ecotourism business to start and indicate the steps to be followed in establishing the business. [12 marks]
9. You have been appointed the Manager for Star Beds Ecolodge at Koiya Community Conservancy. Discuss the contributions of your facility towards conservation of the conservancy. [20 marks]
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