

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN ECOTOURISM & HOSPITALITY MANAGEMENT

BECO 231: COMMUNITY BASED ECOTOURISM

STREAMS: BECO Y3S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer ALL Questions in SECTION A and any other TWO in Section B

SECTION A

1. Briefly explain the term “community based ecotourism”. [3 Marks]
2. Highlight on the principles behind community based ecotourism. [6 Marks]
3. Why do you think, community based ecotourism is a competitive tool to deal with the effects of mass tourism to a destination? [6 Marks]
4. Describe the impacts of community based ecotourism development. [6 Marks]
5. Briefly explain the characteristics of a community based ecotourism business. [6 Marks]
6. Highlight any 3 essential elements for ecotourism in a community setting. [3 Marks]

SECTION B

7. (a) Explain the basic motives towards community based ecotourism. [10 Marks]
(b) Discuss the characteristics of ecotourism. [10 Marks]
8. Discuss the various aspects of community based ecotourism that are important to adhere to for eco-tourism certification of hotels in the tourism and hospitality sector. [20 Marks]
9. (a) Explain the factors that enhance regional community based ecotourism development in a destination. [10 Marks]
(b) Discuss the marketing mix for community based ecotourism enterprises. [10 Marks]