

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
TOURISM AND HOSPITALITY MANAGEMENT**

**BTHM 361: SUSTAINABLE TOURISM**

**STREAMS: BTHM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 26/07/2018**

**11.30 A.M – 1.30 P.M**

**INSTRUCTION:**

- 1. ANSWER ALL QUESTIONS IN SECTION A (30 MARKS) AND ANY OTHER TWO IN SECTION B (40 MARKS)**
- 2. DO NOT WRITE ON THE QUESTION PAPER**

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (30MKS)**

- Q1 In your own opinion, why would it be practically difficult for some nations to realize sustainability in tourism? (6 Marks)
- Q2. Describe how sustainability may be realized in the Travel (transportation) and Hospitality sectors of tourism industry. (6 Marks)
- Q3. What do you understand by the following terms?
- i) Global warming (2 Marks)
  - ii) Ozone layer depletion (2 Marks)
  - iii) Carbon footprint (2 Marks)
- Q4. Explain how tourism is both a vector and victim of climate change (6 Marks)
- Q5. Critically evaluate the idea that tourism and the environment are enemies rather than allies (6 Marks)

**SECTION B: ANSWER TWO QUESTION IN THIS SECTION (40 MARKS)**

- Q6
- a) "Sustainable tourism is an impossible dream". Discuss this criticism (10 Marks)
  - b) What are the key gaps between the theory and practice of sustainable tourism? (10 Marks)
- Q7.
- a) Explain the three principles and dimensions of sustainable tourism planning (10 Marks)

- b) Describe how sustainable tourism principles can be applied to tourism and hospitality business enterprise (10 Marks)
- Q8. a) Under vision 2030 Kenya aims to become a top 10 long haul destination in the world by attracting about 10 million international tourists every year. Recommend 10 strategic sustainable tourism management practices that policy makers and stakeholders should embrace for this ambitious plan. (10 Marks)
- b) Discuss the extent to which legislation and regulation can safeguard the environment from negative impacts of tourism. (10 Marks)
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