

CHUKA



UNIVERSITY

SUPPLEMENTARY/ SPECIAL EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN ECOTOURISM**

BECO 242: ECOTOURISM PRODUCT DEVELOPMENT

STREAMS: BECO Y2S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/02/2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer all questions in section A**
- **Choose two questions in section B**
- **Cheating is not allowed**

SECTION A: (30 MARKS)

1. Differentiate between ecotourism development and ecotourism product development. (4 marks)
2. Briefly describe the main characteristics of eco-tourists. (5 marks)
3. Describe 5 ecotourism activities that can be carried out in an estuarine ecosystem. (5 Marks)
4. Describe the criteria for packaging of ecotourism products. (6 marks)
5. Highlight the pricing strategies applicable for mountain ecotourism packages in Kenya. (5 marks)
6. Briefly identify 5 weaknesses of using advertising as a main ecotourism promotion tool. (5 marks)

SECTION B: 40 MARKS

7. Explain the criteria of activities planning in an ecotourism destination. (20 marks)
 8. Discuss the importance of carrying capacity assessment when developing ecotourism business ventures. (20 marks)
 9. Discuss the competitive advantage of ecotourism development in coastal and marine areas. (20 marks)
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