

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ECOTOURISM
BECO 331: POLLUTION MANAGEMENT IN TOURISM**

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/02/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS

- Answer **ALL** Questions in **SECTION A** and **ANY TWO** in **SECTION B**

SECTION A (30 MARKS)

1. Differentiate between mass tourism and ecotourism (6 Marks)
2. Assuming you are travelling for Easter holidays and you are looking for a tourist site that will provide you with fun and entertainment, highlight some characteristics of a quality environment you would consider when choosing your destination of choice (6 Marks)
3. Briefly explain the effects of Mass tourism on the environment (6 Marks)
4. Briefly explain three types of pollution caused by the tourism sector and give examples in each (6 Marks)
5. Briefly examine the role of environmental quality in the promotion of tourism business (6 Marks)

SECTION B

6. The Great Wildebeest Migration in Maasai Mara National Reserve is one of the tourist attraction sites in Kenya and Seven wonders of the World. Due to ever increasing number of

tourists, the Reserve ecosystem is beginning to show signs of degradation. The Ministry of Environment has asked you to lead the conservation program of the reserve. Describe measures you would put in place to protect the Reserve for future generations while still allowing sustainable tourist access

(20 Marks)

7. Discuss strategies the hospitality industry (hotels, restaurants) in Kenya can embrace to reduce their impact on the environment and contribute to environmental sustainability (20 marks)

8. Discuss global environmental consequences of tourism (20 marks)
