

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

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

**BECO 241: INTERNATIONAL AND DOMESTIC TOURISM DEVELOPMENT**

**STREAMS: BECO (Y2S2)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 14/04/2025**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS**

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

**SECTION A (30 MARKS) – ANSWER ALL QUESTIONS**

1. Describe briefly the five factors that influence the pace of domestic tourism development in a country. (5 marks)
2. Explain briefly five reasons that make the Tourism Satellite Account important tool in the assessment of tourism development. (5 marks)
3. Briefly discuss five undesirable economic consequences of uncontrolled international tourism development in a country. (5 marks)
4. Using Muller's (1994) tourism development magic pentagon, demonstrate the outputs of a successful tourism development process. (5 marks)
5. Explain briefly five benefits of undertaking national and regional tourism planning. (5 marks)
6. Describe briefly five strategies that the Kenyan government proposes to stimulate international tourism growth and development. (5 marks)

**SECTION B (40 MARKS) – ANSWER ANY TWO QUESTIONS**

7. Explain the factors that account for low levels of tourism development in Sub- Saharan Africa and the way forward. (20 marks)
  
  8. Explain why you would endorse domestic tourism as a strategy for socio- economic development in Kenya compared to international tourism. (20 marks)
  
  9. Describe the major global socio- economic and environmental trends of the 21<sup>st</sup> century and the subsequent impacts on the characteristics of modern tourism development. (20 marks)
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