

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN ECO-TOURISM

BECO 243: ECOTOURISM MARKETING

STREAMS: BECO (Y2S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 17/4/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

Answer all questions in section A

Choose two questions in section B

SECTION A: 30 MARKS

1. Briefly explain the value of marketing research in ecotourism. (6 marks)
2. Describe the characteristics of ecotourism market that differentiates it from other types of tourists. (6 marks)
3. Using an illustration of Porters framework, describe the types of competitive forces that affect ecotourism firms in Kenya. (6 marks)
4. Explain the utility of Ansof (1987) matrix in evaluating ecotourism marketing opportunities. (6 marks)
5. Briefly explain the process of ecotourism market segmentation. (6 marks)

SECTION B (40 MARKS)

6. a. Using SWOT analysis, evaluate the performance of ecotourism business in Kenya. (8 marks)

- b. Apply the PESTELH framework to evaluate the external marketing environment for ecotourism business in Kenya (12 marks)
 - 7. a. Briefly explain four methods of demand based pricing of ecotourism products. (8 marks)
b. Explain the application of strategy clock (Evans et al, 2011) in the pricing of ecotourism products. (12 marks)
 - 8. Mountain Ventures Safaris is a newly registered ecotourism company in Eastern Kenya. Examine the main steps the proprietors would have to undertake in developing a marketing plan for the company. (20 marks)
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