

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ECOTOURISM MANAGEMENT

BECO 111: PRINCIPLES OF TOURISM

STREAMS: BTOM (Y1S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- Answer ALL Questions in Section A
- Chose TWO Questions in Section B
- Do not write anything on the question paper.

Section A: Compulsory 30 Marks

1. Explain **SIX** guidelines of ecotourism for tour operators. **6 marks**
2. State and explain any **SIX** key participants in ecotourism. **6 marks**
3. Explain **THREE** roles of ecotourism in Protected Areas **6 marks**
4. Using examples, briefly explain **THREE** ecotourism threats in protected areas. **6 marks**
5. Explain **THREE** principles of ecotourism **6 marks**

Section B: Answer ANY 2 questions 40 Marks

6. Link then REVIEW the following statements to specific Business Considerations when establishing an Ecotourism Business.
 - i) Consider unforeseen incidents.
 - ii) Hire a competent team.
 - iii) Different departments are crucial.
 - iv) Take opportunities of conservation finances **20 marks**

7. You have got an opportunity to be part of a team that is establishing a new Ecolodge in Mt. Kenya National Park. These are the interests of the investors:

- i) Beautiful shape, size and structure of the building.
- ii) Appropriate source of energy.
- iii) Less noise and smell disturbance
- iv) Disposal of non-biodegradable waste.

Categorize and REVIEW the investors' interests under FOUR environmental management topics in Ecotourism. **20 marks**

8. Critique FIVE opportunities of Ecotourism in Protected Areas. **20 marks**

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