

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ECOTOURISM MANAGEMENT

BECO 321: ECOTOURISM PROMOTION

STREAMS: BTOM (Y3S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

2.30 P.M. – 5.30 P.M.

**INSTRUCTIONS**

- Answer **ALL** Questions in Section A
  - Chose **TWO** Questions in Section B
  - Do not write anything on the question paper.
1. Using examples, explain **THREE** considerations in ecotourism unique selling point. (6 marks)
  2. Using examples, explain **THREE** characteristics of a good ecotourism product promotion message. (6 marks)
  3. Using examples, explain **THREE** factors to consider while communicating before and during ecotourism tour promotion. (6 marks)
  4. State **SIX** tips for developing and promoting ecotourism. (6 marks)
  5. State and explain any **THREE** characteristics of Ecotourism branding. (6 marks)

**Section B: Answer ANY 2 questions (40 Marks)**

6. Review **FIVE** activities that can be included for ecotourism promotion. (20 marks)
7. Critique **FIVE** issues you would focus on to describe an ecotourism product. (20 marks)
8. Kimana Group Ranch has rebranded and would like to conduct ecotourism promotion. Review **FOUR** issues they should consider under the Ecotourism Target Market. (20 marks)