



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

(TOURISM MANAGEMENT)

MTS 505: PRINCIPLES AND PRACTICES OF ECO-TOURISM

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DATE: WEDNESDAY 17TH FEBRUARY 2010 TIME: 9.00 A.M. – 12.00 NOON

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INSTRUCTIONS

Answer any **FOUR** Questions.

1. With illustrations, describe how the multitude of interests involved in eco-tourism is likely to remain more of an ideal than a reality.
2. According to Lash (1996), eco-tourism must invest in local communities. Discuss.
3. What are the consequences and mutual benefits of eco-tourism?
4.
 - a) Describe the various phases of eco-tourism marketing?
 - b) What are the factors that influence the effectiveness of eco-tourism interpretive programmes?
5. Describe the major stakeholders who should be involved in the eco-tourism planning process
6. Discuss the main elements that must be taken into account when sites for eco-tourism plans are designed.
7. Describe the major steps of creating an adequate eco-tourism strategy in a protected area.