



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**SECOND SEMENSTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF**

SCIENCE IN TOURISM MANAGEMENT

BTM 472: SUSTAINABLE TOURISM DEVELOPMENT

DATE: TUESDAY, 19TH JUNE 2018 TIME:11.00A.M-1.00P.M

INSTRUCTIONS:

Answer question ONE and any other TWO questions

Question one (COMPULSORY)

- (a) Differentiate between mass and alternative tourism (10 marks)
- (b) Discuss the principles to be adopted in sustainable tourism management (10 marks?)
- (c) Explain objectives for development of codes of conduct as sustainable tourism management strategy (10 marks)

Question Two

- (a) Explain the pillars of sustainable tourism management (10 marks)
- (b) Discuss the major outcomes of Agenda 21 of 1992 to sustainable tourism (10 marks)

Question Three

Community participation in tourism development face challenges. Discuss while suggesting solutions. (10 marks)

Question Four

- (a) The year 2017 had been declared the Sustainable Tourism year; discuss its possible implications to tourism development globally. (10 marks)
- (b) Awards and certification is a process to raise industry standards in sustainable tourism management. Discuss in relation to industry stakeholders. (10 marks)