



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE CERTIFICATE IN HOSPITALITY & TOURISM
OPERATIONS
(CITY CAMPUS)**

SEH 0019: PRINCIPLES OF ECOTOURISM

Date: 6th August, 2013

Time: 2.00 – 4.00 p.m.

MASENO UNIVERSITY
DEPARTMENT OF ECOTOURISM, HOTEL AND INSTITUTION
MANAGEMENT
SEH 0019; PRINCIPLES OF ECOTOURISM
CITY CAMPUS

INSTRUCTIONS TO THE CANDIDATE

This paper has 2 sections A & B. **Attempt all the questions in section A and 3 questions from section B. Question 2 in section B is compulsory.** All questions should be answered in the answer booklet provided.

Section A (40 Marks)

- 1). a). Define mass tourism. (2 Marks)
- b). What is “environmental bubble?” (1 Mark)
- c). Define the term environment in respect with tourism. (1 Mark)
- d). The relationship between the environment and tourism can be described in the phrase; “the goose that lays the golden egg”. Explain. (3 Marks)
- e). Define the term ecotourism according to TIES (The International Ecotourism Society). (3 Marks)
- f). Briefly, give an account of the origin of mass tourism. (5 Marks)
- g). List 5 factors that lead to the growth of mass tourism. (5 Marks)
- h). Identify and explain the typology of the mass tourists. (8 Marks)
- i). Give a brief account of the shift from mass tourism to “alternative tourism”. (5 marks)
- j). The impacts of tourism can be grouped into 3 broad categories. Name them. (1.5 Marks)
- k). Among the solutions to cope with the negative environmental impacts of tourism are: - staggering holidays in time; in space and in product. Explain. (3 Marks)
- l). List 5 names that have been given to the new “alternative” tourism. (2.5 Marks)

Section B (30 Marks). Attempt question 2 and any other two questions from this section.

- 2). The authenticity of an ecotourism venture can be gauged by the use of certain principles. Such principles are as given by Martha Honey. Discuss seven characteristics of authentic ecotourism. (15 marks)
- 3). Clearly, outline the origin and historical background of ecotourism. (7.5 Marks)
- 4). Compare and contrast the characteristics of mass and “alternative” tourism. (7.5 Marks)
- 5). Identify and explain the main environmental impacts of mass tourism. (7.5 Marks)