



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**  
**DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM**

**UNIVERSITY ORDINARY EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR  
OF SCIENCE IN HOSPITALITY MANAGEMENT**

**HTM414: SUSTAINABLE TOURISM**

**DURATION: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a. Describe the concept of sustainable tourism as highlighted by World Tourism Organisation. (4 marks)
- b. State four tools of sustainable tourism that destination can adopt. (4 marks)
- c. Highlight five indicators of sustainable tourism. (5 marks)
- d. Explain four roles of the government in the promotion of sustainable tourism destinations. (8 marks)
- e. Explain the concept of destination carrying capacity. (3 marks)
- f. Highlight six rights of tourist in a destination. (6 marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a. Discuss six basic principles of sustainable tourism. (12 marks)
- b. With aid of a diagram, describe the VICE model used in sustainable tourism. (8 marks)

### **QUESTION THREE (20 MARKS)**

- a. Highlight four tourism stakeholders that are involved in the promotion of sustainable tourism in Kenya and explain three roles played by each stakeholder. (12 marks)
- b. Highlight the process of developing natural and cultural heritage sites as tourism attraction sites. (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a. Discuss five negative social cultural impact of tourism, highlight ways through which each impact can be mitigated (10 marks)
- b. Explain five components of the tourism supply chain. (10 marks)