

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/CR/10/5/A

PROMOTE SUSTAINABLE TOURISM

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

**INSTRUCTIONS TO CANDIDATES**

*Maximum marks for each question are indicated in brackets ( ).*

*This paper consists of **THREE** sections: A, B and C.*

*Answer questions as per instructions in each section.*

*You are provided with a separate answer booklet.*

This paper consists of **Six (6)** printed pages

**Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing**

**SECTION A (20MARKS)**

**Attempt all questions in this section**

1. Sustainable Tourism can be defined as (1 mark)
  - A. Tourism that focuses on nature related experiences that help people appreciate and understand natural resources and their conservation.
  - B. The number of people who can visit a site without causing permanent damage to the environment.
  - C. Meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future.
  - D. Reducing use, reusing products and ensuring the environment is not endangered.
  
2. Which one of the following is not a principle of sustainable tourism (1 mark)
  - A. Environment sustainability
  - B. Effective environment management
  - C. Economic sustainability.
  - D. Social sustainability
  
3. According to World Tourism Organization, Sustainable tourism should (1 mark)
  - A. Protect the environment
  - B. Protect natural heritage and wildlife
  - C. Protect the natural heritage and traditions of the host community
  - D. All of the above.
  
4. Who among the following is a major stake holder in Sustainable Tourism development. (1 mark)
  - A. Research Institutes
  - B. Universities
  - C. Conservation Agencies
  - D. Security Forces.
  
5. Sustainable tourism aims to provide maximum protection to. (1 mark)
  - A. Farming and Vegetation
  - B. Transportation
  - C. People and their Livelihood
  - D. Governments.

6. The Acronym CSR stands for (1 mark)
- A. Customer Survey Reviews
  - B. Corporate Social Responsibility
  - C. Corporate Sustainable Reports
  - D. Climate Sustainability Reports
7. Which of the following is **NOT** a component of sustainable tourism management. (1 mark)
- A. Economic sustainability
  - B. Socio economic impacts
  - C. Cultural impacts
  - D. Environmental impacts
8. Which of the following is a key challenge to sustainable tourism. (1 mark)
- A. Climate change
  - B. Overpopulation
  - C. Political issues
  - D. Lack of employment
9. A Sustainability Management System is a (1 mark)
- A. Road map to the success of sustainable tourism
  - B. Measure taken by the public sector to manage tourism in ways which minimize costs
  - C. Systematic approach that provides guidelines for an organization to evaluate, manage and improve sustainability by optimizing on resource use.
  - D. All of the Above
10. The simplest way to promote tourism is by practicing the 3Rs. The term 3Rs stand for. (1 mark)
- A. Restructure, Redesign, Refine
  - B. Rebuild, Reposition, Re-strategize
  - C. Reduce, Reuse, Recycle
  - D. Reposition, Reconstruct, Recreate.
11. The Abbreviation UNEP refers to (1 mark)
- A. United Nations Economic Programme
  - B. United Nations Ecological Programme
  - C. United Nations Environmental Programme
  - D. United Nations Empowerment Programme

12. Which among the following is regarded as a type of Sustainable Tourism. (1 mark)
- A. Dark Tourism
  - B. Beach Tourism
  - C. Eco-Tourism
  - D. Space Tourism.
13. Codes of conduct in the tourism Industry are aimed at (1 mark)
- A. Encouraging tourists to visit a certain destination
  - B. Reducing negative impacts of tourists on social, cultural and environmental heritages
  - C. Improving the destinations image
  - D. Provide the destination manager with guidelines on how to manage destinations.
14. The following are forms of sustainable tourism except which one (1 mark)
- A. Eco tourism
  - B. Heritage tourism
  - C. Green tourism
  - D. Soft tourism
15. Identify the non-stakeholder in sustainable tourism (1 mark)
- A. The government
  - B. Non-Governmental Organization
  - C. Training institutions
  - D. Kenya Revenue Authority
16. Managing sustainable tourism requires management tools, Identify one such tool. (1 mark)
- A. Waste management
  - B. Tour guiding
  - C. Financial management
  - D. Destination branding
17. Which of the following is a negative environmental impact of tourism (1 mark)
- A. Overdependence on tourism
  - B. Conflicts among local community
  - C. Pollution
  - D. Loss of cultural identity

18. Which of the following is **NOT** an example of an agenda that might be discussed during sustainable tourism conference? (1 mark)

- A. Conservation
- B. Environmental
- C. Climate change
- D. Mining

19. Which one of the following is excluded in the Sustainable Tourism carrying capacity(1 mark)

- A. Economic carrying capacity
- B. Social- cultural carrying capacity
- C. Population carrying capacity
- D. Environmental carrying capacity

20. Identify one area covered by sustainable tourism policy (1 mark)

- A. Technology
- B. Manufacturing
- C. Production
- D. Combination

### SECTION B (40MARKS)

**Attempt all questions in this section**

21. List **FOUR** Types of Tourism. (4 marks)

22. State **FIVE** negative impacts of the environment towards the tourism industry (5 marks)

23. Sustainable tourism operates on some key principles. Give **FOUR** of these principles affecting tour operations practice. (4 marks)

24. The Kyoto protocol on sustainable tourism development advocates for low carbon emission. List **TWO** ways in which hotel operators can achieve this (2 marks)

25. Outline **FIVE** positive economic impacts of tourism. (4 marks)

26. Describe **FIVE** goals of sustainable tourism as adopted by United Nations (5 marks)

27. Negative environmental impacts lower the attractiveness of destination areas. Give **FOUR** measures destination managers should take to mitigate such impacts (4 marks)

28. Identify **FOUR** major stakeholders in sustainable tourism development in Kenya. (2 marks)

29. Destination managers are required to undertake proper planning to ensure success in sustainable tourism development. Give **FOUR** causes of poor planning among managers. (4 marks)

30. Briefly explain the meaning of Code of Conducts. (2 marks)

31. State **FOUR** contents of a code of conduct (4 marks)

**SECTION C (40MARKS)**

**Answer any Two questions**

32. a) Explain **FIVE** characteristics of sustainable tourism (10 marks)  
b) Explain the **FIVE** key factors in sustainable tourism management. (10 marks)
- 33.a) Describe **FIVE** advice will you recommend to the tour destinations whose reports shows they are not practicing sustainable tourism practices (10 marks)  
b) Explain **FIVE** ways in preparing and evaluating sustainable tourism reports (10 marks)
34. Sustainable Tourism creates an opportunity to enhance customer satisfaction.  
a) Explain **FIVE** negative environmental impacts that are likely to occur in a tourist destination. (10 marks)  
b) Explain **FIVE** ways in which tourism promote culture of a community (10 marks)