

101506T4TTM
TOURISM AND TRAVEL MANAGEMENT LEVEL 6
PROMOTE SUSTAINABLE TOURISM
TO/CU/TM/CR/10/6
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 **TWO** sections: A and B.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

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This paper consists of Four (4) 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 (40 MARKS)

Answer all questions in this section

1. A report is a document that presents information in an organized format for a specific audience and purpose. State **FOUR** benefits of preparing sustainability reports for tour firms (4marks)
2. As a sustainable tourism manager, students from Kiboko school visited your firm. List for them **FIVE** principles of sustainable tourism (5marks)
3. Sustainable tourism in Kenya is a relatively new initiative but quickly gaining popularity. State **FIVE** aims of promoting sustainable tourism in Kenya (5marks)
4. With the advancement of sustainable tourism, there is need for development of codes of conduct. State **FIVE** types of tourism industry codes of conduct (5marks)
5. Sustainable tourism has many forms. Identify **TWO** forms of sustainable tourism (2marks)
6. You have been employed to work for Kichwa Tembo environmental agency. Identify **FIVE** of the environmental issues encountered in promoting sustainable tourism (5marks)
7. There are countless benefits that can be derived from sustainable tourism. State **FOUR** positive socio-economic impacts of sustainable tourism (4marks)
8. Outline **FIVE** reasons for continuous and regular training of employees of sustainable tourism projects (5marks)
9. Learning institutions may engage students in activities aimed at conserving natural resources. State **THREE** such activities (3marks)
10. There are various entities that help in monitoring and implementing sustainable tourism. List **TWO** government agencies that help in sustainable tourism management (2marks)

SECTION B (60 MARKS)

ANSWER ANY THREE QUESTIONS IN THIS SECTION

11. Ibiza group ranch is looking to assess its sustainable community based project which has been on the run for the past two years to determine its viability.
 - a. Describe **FIVE** types of tools for monitoring sustainable management (10marks)

- b. Explain **FIVE** important reasons for environmental impact assessment
(10marks)
12. Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones.
- a. Describe **THREE** components of sustainable tourism
(6marks)
- b. Discuss **FOUR** stakeholders in the tourism industry
(8marks)
- c. Explain **THREE** benefits of embracing sustainable tourism in tourist destinations
(6marks)
13. Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental.
- a. Explain **FIVE** ways in which a tourism enterprise can participate in corporate social responsibility towards its surrounding community
(10marks)
- b. Describe the role of any **FIVE** stake holders in corporate social responsibility
(10marks)
14. A community-based group in Maasai Mara national game reserve intends to start a sustainable ecotourism project.
- a) Explain **FOUR** detrimental impacts of human encroachment on wildlife protected areas
(8marks)
- b) Describe **THREE** benefits of sustainable ecotourism projects to the communities that have embraced it
(6marks)
- c) Kenya is experiencing a decline in wildlife population of certain species. Explain **THREE** methods the Kenya wildlife service (KWS) may use to curb this trend
(6marks)