

101505T4TTM
TOUR AND TRAVEL CONSULTANT LEVEL 5
TO/OS/TM/CR/10/5/A
SUSTAINABLE TOURISM
July-August 2023



WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

- i. Maximum marks for each question are indicated in brackets ().
- ii. This paper consists of THREE sections: A, B, and C.
- iii. Answer questions as per instructions in each section.
- iv. You are provided with a separate answer booklet.
- v. Do not write on the question paper.

This paper consists of SEVEN (7) 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. Who among the following is a major stakeholder in Sustainable Tourism development?
(1mark)
 - A. Research Institutes
 - B. Universities
 - C. Conservation Agencies
 - D. Security Forces.

2. Sustainable tourism aims to provide maximum protection to..... (1 mark)
 - A. Farming and Vegetation
 - B. Transportation
 - C. People and their Livelihood
 - D. Governments.

3. Which of the following is a key challenge to sustainable tourism? (1mark)
 - A. Climate change
 - B. Overpopulation
 - C. Political issues
 - D. Lack of employment

4. What is the purpose of an Environmental Impact Assessment (EIA)in sustainable Tourism? (1 mark)
 - A. To increase the profitability of tourist destinations
 - B. To identify potential negative impacts of tourism development on the environment
 - C. To fast-track the construction of tourist infrastructure
 - D. To include local communities in the decision-making process.

5. A nature-based tourism that involves education and interpretation of the natural environment is referred to as..... (1 mark)
- A. Eco-tourism
 - B. Cultural Tourism
 - C. Ethno Tourism
 - D. Ecological Tourism
6. According to World Tourism Organization, Sustainable tourism should..... (1 mark)
- A. Protect the environment
 - B. Protect governments
 - C. Ensure maximum satisfaction for the tourist
 - D. Only be practised in rural areas
7. Outbound Tourism can be referred to as..... (1 mark)
- A. Taking Holidays in your own country
 - B. Visitors from overseas coming into a country
 - C. Travelling to a different country for leisure or business purposes.
 - D. Movement from one geographical area to another.
8. Social Sustainability refers to as..... (1 mark)
- A. Stewardship of resources and conservation of the environment.
 - B. Sharing benefits fairly and equitably and respecting the quality of life of host communities.
 - C. Supporting jobs and delivering income to communicates in the long term
 - D. Minding the local community
9. The largest share of greenhouse emissions comes from.....(1 mark)
- A. Farming
 - B. Transportation
 - C. Electricity Production
 - D. Forestry

10. 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.

11. Which of the following is a negative environmental impact of tourism?

(1mark)

- A. Overdependence on tourism
- B. Conflicts among local community
- C. Pollution
- D. Loss of cultural identity

12. Which among the following is an element of a sustainable tourism business? (1 mark)

- A. Energy efficiency
- B. Physical integrity
- C. Cultural Richness
- D. Local control

13. A Sustainability Management System is..... (1 mark)

- A. Road map to the success of sustainable tourism
- B. Measure taken by the public sector to manage tourism in ways that minimize costs
- C. Systematic approach that provides guidelines for an organization to evaluate, manage and improve sustainability by optimizing resource use.
- D. Minimizing negative impacts on the environment

14. 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
15. Which among the following is **NOT** a pillar of sustainable tourism. (1mark)
- A. Environmental conservation
 - B. Economic viability
 - C. Social equity
 - D. Mass tourism development
16. The Acronym CSR stands for (1mark)
- A. Customer Survey Reviews
 - B. Corporate Social Responsibility
 - C. Corporate Sustainable Reports
 - D. Climate Sustainability Reports
17. The Abbreviation UNEP refers to..... (1mark)
- A. United Nations Economic Programme
 - B. United Nations Ecological Programme
 - C. United Nations Environmental Programme
 - D. United Nations Empowerment Programme
18. What is the purpose of carrying capacity in sustainable tourism?. (1mark)
- A. To maximize the number of tourists visiting a destination
 - B. To determine the minimum number of tourists required for economic viability
 - C. To establish limits on the number of tourists a destination can sustainably accommodate

- D. To regulate the pricing of tourist services and attractions.
19. The simplest way to promote tourism is by practicing the 3Rs. The term 3Rs stand for..... (1mark)
- A. Restructure, Redesign, Refine
 - B. Rebuild, Reposition, Re-strategize
 - C. Reduce, Reuse, Recycle
 - D. Reposition, Reconstruct, Recreate.
20. Which of the following is a principle of sustainable tourism? (1mark)
- A. Environment sustainability
 - B. Balance of payments
 - C. Tourism Research
 - D. Code of conduct

SECTION B (40MARKS)

Attempt all questions in this section

21. '*Failure to plan is planning to fail*' in regard to this. Give **Four** causes of poor planning by destination managers. (4 marks)
22. As a Tour and Travel service provider, Give **three** contents of a code of conduct (3marks)
23. As a destination manager, List **four** measures you should take to mitigate Negative environmental impacts as a result of tourism activities. (4marks)
24. Sustainable tourism operates on some key principles. Give **four** of these principles affecting tour operations practice. (4marks)
25. Outline **four** positive economic impacts of tourism. (4marks)
26. Highlight **five** Sustainable Development Goals as adopted by United Nations (5marks)

Achieving sustainable tourism requires a comprehensive approach that considers the social, environmental, and economic impacts of tourism. Highlight **five** practices that can help in promoting sustainable tourism (5marks)

27. Advocating for responsible visitor behavior in national parks is crucial for achieving sustainable tourism. Outline **five** key approaches in promoting responsible travel behavior in protected areas. (3marks)
28. Identify **six** stakeholders in sustainable tourism development in Kenya. (6marks)
29. Briefly explain the meaning of Code of Conduct (2marks)

SECTION C (40MARKS)

Answer any two questions

30. Corporate social responsibility (CSR) refers to strategies that companies put into action as part of corporate governance that are designed to ensure the company's operations are ethical and beneficial for society.
- a) Discuss **five** benefits of Corporate Social Responsibility in a Travel and Tour Organization. (10marks)
- b) Describe **five** key elements of a successful Corporate Social Responsibility. (10marks)
31. You are the proprietor of the Ubuntu Safaris Group of hotels and lodges. Recently you have realized that a lot of water is being wasted in the lodges.
- a) Discuss **six** steps you will undertake in order to conserve water and reduce wastage. (12marks)
- b) Outline **four** ways in which you can save energy in your organization. (8marks)
32. One of the key roles of Tourism Officers in the ministry of tourism is to ensure that policies on sustainable tourism are been implemented.
- a) Discuss the responsibilities of Tourists, Tour Operators and Accommodation Providers in ensuring responsible behaviour towards the environment. (10marks)
- b) Describe **five** ways in which tourism contributes to green house emissions. (10marks)