

101506T4TTM

TOURISM AND TRAVEL MANAGER LEVEL 6

TO/OS/TM/CR/10/6

PROMOTE SUSTAINABLE TOURISM

July/August 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS

1. This paper consists of two sections; **A** and **B**
2. Answer **ALL** the question as guided in each section
3. Marks for each question are as indicated in the brackets
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper

This paper consists of Three (3) printed pages

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

SECTION A (40MARKS)

Answer All Questions in this section:

1. Sustainability is a key aspect for preservation of tourism destinations. Highlight **five** strategies used to promote sustainable tourism in tourist destinations. **(5 marks)**
2. As a sustainable tourism student, list **three** key areas that sustainable tourism focuses on. **(3marks)**
3. The scope of sustainable tourism is wide. Define the term sustainable tourism development. **(2marks)**
4. Transport is a key factor in tourism industry; state **four** travel practices that contribute to sustainable tourism in the industry. **(4marks)**
5. There are three pillars of sustainable tourism. Outline the interdependency of the three pillars of sustainable tourism. **(3marks)**
6. Sustainable tourism is practiced around the world. Identify three existing examples of different forms of sustainable tourism **(4marks)**
7. The concept of the 4 Cs of tourism sustainability is facing challenges. State **four** challenges they are facing. **(4marks)**
8. Effective sustainability requires continuous monitoring and evaluation. Mention **four** monitoring tools **(4marks)**
9. Sustainable practices accrue benefits to various stakeholders. Compare and contrast the benefits of sustainable tourism for both tourists and local communities. **(3Marks)**
10. Communities living near an attraction area are key stakeholders in the development of sustainable tourism. Outline **three** reasons for involving the community in management of eco-tourist destinations. **(3marks)**
11. Reports are tools used during monitoring and evaluation. Highlight **five** importance of data and research in sustainable tourism management **(5 Marks)**

SECTION B: (60 MARKS)

Answer three questions from this section:

12. Formulation and successful implementation of sustainable development goals requires participation from all stakeholders;

- a) Analyze **five** key stakeholders involved in formulating Sustainable Development Goals (SDGs) for tourism. **(10 marks)**
- b) Explain **five** roles of tourism stakeholders in achieving sustainable development goals. **(10marks)**
12. Continuous monitoring and evaluation in tourism industry require documentation.
- a) Discuss five importance of sharing progress feedback using reports. **(10 marks)**
- b) Human activities contribute to climate change which affect environmental sustainability. Describe five factors that influence the travel choices and destination selection of tourists who prioritize sustainable practices. **(10 marks)**
13. Tourism and hospitality sector is working on making future industry sustainable.
- a) Explain five key indicators of tourism sustainability used within the hospitality sector. **(10 marks)**
- b) Mass tourism is a highly discouraged form of tourism. Discuss five negative environmental impacts of mass tourism on tourism destinations. **(10 Marks)**
14. Tourism Professionals Association had a conference discussing about Agenda 21 for sustainable tourism development.
- a) Critically analyze five key aims of Agenda 21 for sustainable tourism development. **(10 marks)**
- b) Tourism is a dynamic industry. Highlight five major challenges facing the global tourism industry and explain how these challenges hinder the implementation of sustainable tourism practices. **(10 Marks)**

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