



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 315: TOURISM RESOURCES IN EAST AFRICA

January – April 2018/2019 End Semester Exam

- Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Define the following factors
 - i) Adaptation (3 marks)
 - ii) Conservation (3 marks)
 - iii) Wildlife (3 marks)
- b) Explain any five roles of the East Africa Community in developing and promoting tourism in the region. (10 marks)
- c) 'The way to a man is through the stomach.' Explain this statement in relation to tourist hotels in Kenya and East Africa. (5 marks)
- d) Briefly discuss the importance of mangroves to the coastal system (6 marks)

QUESTION TWO

- a) Carry out a SWOT analysis of Burundi country in relation to the tourism resource endowment context. (8 marks)
- b) Explain the origin and formation of the great East African rift valley (7 marks)

QUESTION THREE

- a) Discuss any five roles of tourism small medium enterprises (SMEs) in contemporary tourism development and management. (5 marks)
- b) Explain any Kenyan geographical based tourism product addressing issues ranging from its

QUESTION FOUR

- a) Evaluate the contribution of flora and fauna as a natural resource to the economy of East Africa (5 marks).
- b) Briefly discuss any five potential constraints for development of semi-arid ecosystems. (10 marks)

QUESTION FIVE

- a) Describe the mangrove flora in East Africa (5 marks)
- b) State and explain any five factors that inhibit tourism development in Africa. (10 marks)