



Scott Christian
UNIVERSITY
A Dynamic Centre of Academic Excellence

SCHOOL OF PROFESSIONAL STUDIES
BACHELOR OF HOSPITALITY & TOURISM MANAGEMENT
BTM223 SUSTAINABLE TOURISM AND ECO-TOURISM

September-December 2022/2023 End of Semester Exams - Time: 2 Hours

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

QUESTION ONE (30 MARKS)

- a) Discuss the following concepts
 - i. Eco-tourism (2Marks)
 - ii. Sustainable tourism (2 Marks)
 - iii. Environment conservation (2 Marks)
- b) Highlight the distinguishing factors between sustainable tourism and conventional tourism? (6 Marks)
- c) Highlight three stakeholders and their specific roles in sustainable and ecotourism. (6 Marks)
- d) Propose various ways through which tourism and hospitality organizations can be able to practise corporate social responsibility principles. (6 Marks)
- e) Distinguish between mass tourism and alternative tourism. (6 Marks)



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BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF LEADERSHIP AND MANAGEMENT
BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT
BBA 206/ BSL 312 /BHT 224: ENTREPRENEURSHIP 1/ ENTREPRENEURSHIP/
SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP
SEP – DEC 2022 End of Semester Exam Duration: 2 Hours**

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

Question 1 (30 marks)

- a) Juma wants to expand his clothes business to cater for increased demand from customers. He needs to borrow some money from his local bank so as to acquire new premises, increase stocks and open a new branch to cater for a new market. As the bank's credit manager, explain to him the components of a good business plan **(10 marks)**
- b) John and Peter are friends since college days. They recently met and decided to start a business as partners. Describe five sources of business finance which they could tap into to start their business **(5 marks)**
- c) Kendi, the new manager in Tamu restaurant faces the challenge of low business turnover and she must make tough decisions to turn the business to profitability. Explain the steps she needs to follow in the decision making process **(7 marks)**
- d) Outline the qualities of a successful entrepreneur **(5 marks)**
- e) Distinguish between an entrepreneur and a self-employed person **(3 marks)**

Question 2(15 marks)

- a) Discuss the significance of entrepreneurship in the society **(5 marks)**
- b) Many graduates in Kenya are opting to venture into entrepreneurship due to lack of jobs. Explain the role of the government in promoting entrepreneurship **(5 marks)**
- c) State and explain five characteristics of entrepreneurial behaviour **(5 marks)**