



“Investing in Africa’s Future”

COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

DEPARTMENT OF ENVIRONMENTAL STUDIES AND NATURAL RESOURCES

NAWL 405: ECOTOURISM, RECREATION AND LEISURE

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER/ DECEMBER 2022

LECTURER: MS M. C. KUREHWATIRA

DURATION: 3HOURS

INSTRUCTIONS

- Answer **Question 1** and any **THREE** questions of your choice.

Question 1

Tourism contribute directly and indirectly to climate change and is also affected by it. Discuss using relevant examples,

- a) Five ways in which tourism contribute towards the changing climate. **[15 marks]**
- b) Three ways in which climate change is affecting tourism. **[10 marks]**

Question 2

Discuss giving examples, any five factors that you will take into account to improve sustainability of tourism in your country. **[25 marks]**

Question 3

Assuming you are an ecotourism consultant in your country, explain in detail any one approach that can be used to combat the negative impacts of ecotourism in Africa. **[25 marks]**

Question 4

Tourism is often considered by many developing countries as an ideal tool for alleviating poverty and enhancing local economies. Critically discuss this statement giving consideration to the opportunities and constraints offered by ecotourism development your country. **[25 marks]**

Question 5

As an employee in a tourism marketing firm, you are requested to come up with a marketing plan to promote an African country to foreign eco-tourists. Justify the inclusion of any five sections in your marketing plan. **[25 marks]**

Question 6

Describe the roles played by any five ecotourism stakeholders in your country. **[25 marks]**

Question 7

With reference to an African country, discuss the benefits of certification as a strategy to combat ecotourism green washing. **[25 marks]**

END OF EXAMINATION PAPER