



*“Investing in Africa’s Future”*

**COLLEGE OF HEALTH, AGRICULTURE AND NATURAL SCIENCES**

**NESN 304: SUSTAINABLE TOURISM**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER 2025**

**LECTURER: MS M. C. KUREHWATIRA**

**DURATION: 3 HRS**

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**INSTRUCTIONS**

Answer all questions in Section A and any **three** from Section B  
Section A carries **40 marks** and each question in Section B carries  
**20 marks.**

**Section A ANSWER ALL QUESTIONS [40MARKS]**

**Question 1**

a. You are tasked with launching a new sustainable tourism venture in a rural community known for its biodiversity and cultural heritage. Critically discuss five sustainable tourism principles you will apply in the business planning process, ensuring alignment with both environmental protection and community well-being. **[20 marks]**

b. Discuss five common barriers to sustainable tourism development. **[10 marks]**

c. For each barrier in Question 1b, suggest practical strategies to overcome it. **[10 marks]**

**SECTION B. ANSWER ANY THREE QUESTIONS [60 MARKS]**

**Question 2**

A coastal tourism destination is experiencing rapid growth. Analyse the environmental, socio-cultural, and economic impacts of tourism in this scenario. **[20 marks]**

**Question 3**

You are part of a team of experts developing a tourism business that offers visitors authentic cultural experiences within a local community. Discuss five strategic approaches your team could adopt to ensure ethical business practices. **[20 marks]**

**Question 4**

Give a detailed description of one sustainability assessment framework for an adventure tourism business that operates in a fragile ecosystem like mountain, desert, rainforest or wetland. **[20 marks]**

**Question 5**

For a selected African country, analyse the roles of five sustainable tourism stakeholders highlighting how each stakeholder's interests influence the sustainability outcomes of tourism initiatives. **[20 marks]**

**Question 6**

a. Critically evaluate the impact of greenwashing on sustainable tourism in Africa. **[10 marks]**

b. Describe two possible solutions to combat sustainable tourism greenwashing in Africa. **[10 marks]**

**END OF EXAMINATION PAPER**