



# **MAASAI MARA UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE  
MANAGEMENT**

**DEGREE IN ENVIRONMENT SCIENCE**

**COURSE CODE: EPM 414**

**COURSE TITLE: Tourism planning, management and  
conservation**

**DATE:**

**TIME:**

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## **INSTRUCTIONS TO CANDIDATES**

Section A is compulsory

Answer any **THREE** questions in section B

**This paper consists of 2 printed pages. Please turn  
over**

SECTION A: ANSWER ALL QUESTIONS

1. Describe the historical stages of tourism development (5 marks)
2. Assess the strengths, weaknesses, opportunities and threats of Kenya's Tourism Industry (5 marks)
3. Explain preconditions for community-based ecotourism (5 marks)
4. Discuss principles for sustainable tourism development (5 marks)
5. Outline the characteristics of business tourism (5 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

6. Analyze tools for visitor management (15 marks)
7. Describe carrying capacity assessments in the tourism industry (15 marks)
8. Assess the impacts of climate change on the future of the tourism industry (15 marks)
10. Discuss the application of Environmental Impact Assessments in the tourism industry (15 marks)