



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCES MANAGEMENT
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: CTW 013

COURSE TITLE: ECOTOURISM

DATE: 21ST AUGUST, 2019

TIME: 1100 – 1300 HRS

INSTRUCTIONS TO CANDIDATES:

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

Section A (25 marks) Answer all questions

QUESTION ONE

- a) Define the concept of ecotourism. **(2marks)**
- b) Explain any **FIVE** major characteristics of ecotourism **(5marks)**
- c) State **THREE** main objectives of undertaking ecotourism activities in Kenya? **(3marks)**
- d) Mention any **FOUR** principles of ecotourism **(4marks)**
- e) Identify any **FIVE** stakeholders involved in ecotourism globally. **(5marks)**
- f) State any five components of tourism. **(5marks)**

Section B (45 marks) Answer any three questions

QUESTION TWO

Discuss the significance of ecotourism to the local community, the government and the public at large. **(15marks)**

QUESTION THREE

Describe the various elements involved in ecotourism development **(15marks)**

QUESTION FOUR

Mr. Ekeno the director of tourism in Turkana county has been invited to a sustainable tourism event to talk about the impacts of ecotourism. Prepare the content of the talk, discussing the positive and negative impacts of ecotourism. **(15marks)**

QUESTION FIVE

Discuss using relevant examples the challenges facing ecotourism development in Kenya. **(15marks)**

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