



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 4107

**COURSE TITLE: COASTAL AND MARINE
TOURISM**

DATE: 4TH APRIL, 2022

TIME:1430-1630

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section A and any other **TWO** in section B.

This paper consists of 3 printed pages. Please turn over

SECTION A: (30 MARKS) ANSWER ALL QUESTIONS IN THIS SECTION

Question 1

- a) Describe **THREE** marine ecosystems. **[6 Marks]**
- b) Coastal and Marine Tourism is the future for the tourism industry. Explain. **[6 Marks]**
- c) Discuss **THREE** reasons why tourists choose to visit the coastal region of many countries. **[6 Marks]**
- d) Explain **THREE** reasons why you would encourage education management strategy for Marine Tourism activities. **[6 Marks]**
- e) Describe **THREE** roles local community play in the management of coastal and marine resources **[6 Marks]**

SECTION B- 40 MARKS (ANSWER ANY TWO QUESTIONS)

Question 2

- a) “Tourism at the coastal regions is destroying the same resources it thrives on”. Critique. **[10 Marks]**
- b) Illustrate the measures you would put in place to revert the situation in Q2a above. **[10 Marks]**

Question 3

- a) Discuss tourism as a tool for poverty alleviation among the coastal people **[10 Marks]**
- b) Eco -tourism is a tool for sustainable coastal and marine tourism. Analyze. **[10 Marks]**

Question 4

- a) The County Government of Mombasa has appointed you to present a paper in a conference entitled "*The Future of our Coastal and Marine Resources are in our hands*". What would you include? **[10 Marks]**
- b) As a manager, discuss **FIVE** measures you would put in place in an effort to encourage research for coastal and marine resources. **[10Marks]**

Question 5

- a) The establishment of community managed conservation areas have led to members of the local community benefiting greatly from conservation efforts being practiced. Analyze. **[10 Marks]**
- b) Illustrate **FIVE** strategies you would adopt in the management of Marine Tourism Resources. **[10 Marks]**

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