



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES AND
AGRICULTURE
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 2221-1
COURSE TITLE: TOURISM AND
ENVIRONMENTAL MANAGEMENT**

DATE: 16/4/2024

TIME: 1430-1630 HRS

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 (20 MARKS)

1. Explain the rationale for successful tourism planning (5 marks)
2. Highlight the principles of Integrated Coastal Zone Management (ICZM) in the context of tourism development (5 marks)
4. Discuss ecosystem services and indicate their implications for the tourism industry in Kenya (5 marks)
5. Outline the global code of ethics for tourism by the World Tourism Organization (UNWTO) for effective planning and management (5 marks)

SECTION B: ANSWER ANY THREE QUESTIONS (30 MARKS)

6. Discuss the guiding principles of Environmental Impact Assessment (EIA) for the tourism industry (10 marks)
7. Discuss how Climate Change affects the Tourism sector in Kenya (10 marks)
8. explain how to assess tourism carrying capacity in an area (10 marks)
9. Discuss disaster risk management mechanisms for the tourism industry in East Africa (10 marks)
10. Discuss practical strategies and tactics for managing high levels of use in protected areas in Africa (10 marks)

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