



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCES,**

**ENVIRONMENTAL STUDIES AND**

**AGRICULTURE**

**CERTIFICATE IN TOURISM MANAGEMENT**

**COURSE CODE: CTW 013**

**COURSE TITLE: ECOTOURISM**

**DATE: 15/5/2024**

**TIME: 1100-1300 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

Answer all questions in Section A

Answer any other TWO Questions in Section B

### **SECTION A (Answer all questions)**

- 1. Define the following terminologies citing relevant examples (10 marks)**
  - i) Ecotourism
  - ii) Sustainable tourism
  - iii) Nature tourism
  - iv) Protected area
  - v) Culture tourism
  
- 2. Highlight the positive impacts of preservation and development of ecotourism (8marks)**
  
- 3. Give a brief discussion on the role of the community in the development of ecotourism (6marks)**
  
- 4. What are the factors that characterize protected areas (6marks)**

### **SECTION B (Answer any two questions)**

- 5. Discuss the potential threats of growth and development of ecotourism (20 marks)**
  
- 6. Discuss the future/emerging trends of ecotourism. (20 marks)**
  
- 7. Identify and discuss the marketing and promotional strategies that can be applied by an ecotourism destination (20 marks)**

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