



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCES,  
ENVIRONMENTAL STUDIES AND AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 143**

**COURSE TITLE: ECOTOURISM**

**DATE: 14 /5/2024                      TIME:0830-1030HRS**

**INSTRUCTIONS TO CANDIDATES**

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

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

## **SECTION A (25 MARKS) COMPULSORY**

### **QUESTION ONE**

- a) **Explain** the concept of ecotourism. **(3Marks)**
- b) Discuss any **Five** characteristics of ecotourism. **(5Marks)**
- c) List any **five key tourism activities** being practiced in tourism destinations that are **eco-friendly** in nature. **(5Marks)**
- d) **Explain five ways** in which **ecotourism** and **mass tourism** can **benefit** each other. **(5Marks)**
- e) Highlight **any four features** of a typical Eco-tourist. **(4Marks)**
- f) Identify **challenges** brought by emerging issues and trends on ecotourism and sustainability. **(3Marks)**

## **SECTION B (45 MARKS) ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

Discuss any seven **basic planning principles of Ecotourism** development. **(15Marks)**

### **QUESTION THREE**

With sufficient details, discuss the **negative environmental** impacts of tourism activities. **(15Marks)**

### **QUESTION FOUR**

- a) Elaborate **five ways** in which ecotourism contributes to environmental conservation. **(5Marks)**
- b) **Identify and explain** the **three eco-rating scheme/rationale** used by the ministry of tourism in Kenya to certify ecotourism facilities. **(6Marks)**
- c) Highlight **any four benefits** of Eco-rating certification. **(4Marks)**

### **QUESTION FIVE**

- a) Describe **any five ecorated-facilities**/case studies found in Kenya. **(10Marks)**
- b) List **any Five forms of ecotourism** being practiced in Kenya. **(5Marks)**

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