



# **MAASAI MARA UNIVERSITY**

**REGULAR EXAMINATIONS**

**2018/2019 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 412 (BMW, BTM)**

**COURSE TITLE: SUSTAINABLE TOURISM**

**DATE: 6<sup>TH</sup> DECEMBER 2018**

**TIME: 0830 - 1030HRS**

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## **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: ANSWER ALL QUESTIONS (25 MARKS)**

1. Briefly explain the concept of sustainability and sustainable development  
(6 marks)
2. State the main principles of sustainable tourism (6 marks)
3. Define sustainable tourism according to the United Nations World Tourism Organization (UNWTO) (3 marks)
4. State the Agenda 21 of the United Nations in relation to sustainable tourism development (4 marks)
5. State the overall goal of Agenda 21 (3 marks)
6. Briefly explain a sustainable tourism management plan (3 marks)

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

7. Discuss the aims and principles of sustainable tourism according to UNWTO & UNEP (2005) (15 marks)
8. Giving relevant examples, discuss barriers to Sustainable tourism policy implementation (15 marks)
9. Using examples, discuss in details the stakeholders in tourism management planning (15 marks)
10. Discuss the six principles of African Sustainable and responsible tourism charter (15 marks)

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