



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURALS
RESOURCES MANAGEMENT
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: CTW 013
COURSE TITLE: ECOTOURISM**

DATE: 5TH DECEMBER, 2018

TIME: 0830 – 1030 HRS

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.
 - a) Define ecotourism (1mark)
 - b) List any five characteristics of ecotourism (5 marks)
 - c) State three objectives of ecotourism (3 marks)
 - d) State any six principles of ecotourism (6 marks)
 - e) Name five stakeholders involved in ecotourism (5 marks)
 - f) State any five components of tourism (5 marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

2. Discuss the importance of ecotourism to the local community (15 marks)
3. Describe the various elements involved in ecotourism development (15 marks)
4. You have been invited to a sustainable tourism event to talk about the impacts of ecotourism. Discuss positive and negative impacts as the content of your talk. (15 marks)
5. Discuss using relevant examples the challenges to ecotourism development in Kenya (15 marks)

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