Section A: 25 marks
1. Discuss tourism lifecycle stages and strategic directions (5 marks)
2. Highlight the strengths, weaknesses, opportunities and threats of Kenya’s tourism industry
   (5 marks)

3. Analyze the tourism marketing activity cycle
   (5 marks)

4. Briefly discuss UNEP/UNWTO Sustainable tourism aims
   (5 marks)

5. Outline the global code of ethics for tourism of the World Tourism Organization (UNWTO) for effective planning and management
   (5 marks)

Section B: 45 marks

6. Analyze the guiding principles of Environmental Impact Assessment (EIA) for the tourism industry
   (15 marks)

7. Discuss Climate Change Impacts on Tourism
   (15 marks)

8. Analyze tourism carrying capacity assessments
   (15 marks)
9. Analyze strategies and tactics for managing high levels of use in protected areas

(15 marks)