



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 4107

**COURSE TITLE: COASTAL AND MARINE BASED
TOURISM**

DATE: 11TH DECEMBER 2019

TIME: 8.30-10.30AM

INSTRUCTIONS TO CANDIDATES

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

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

SECTION A- 30 MARKS (COMPULSORY)

Q1.

- a) Differentiate between marine tourism and coastal tourism. **(3marks)**
- b) Explain the difference between aquatic and marine tourism. **(3marks)**
- c) Giving examples explain the meaning of Marine Protected Areas in Kenya. **(6marks)**
- d) Explain what Kenya needs to do to improve aquatic and nautical tourism **(6marks)**
- e) Explain the social demerits of coastal tourism. **(6marks)**
- f) List and explain activities included in maritime and coastal tourism. **(6marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

Q2. Citing relevant examples discuss the key features of Sustainable Coastal and Marine Tourism Development **(20 marks)**

Q3. Discuss the factors affecting marine tourism in Kenya **(20 marks)**

Q4. List and explain the characteristics and features of maritime and coastal tourism **(20 marks)**

Q5. Discuss the social, economic and environmental impacts of coastal tourism in Kenya **(20 marks)**

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