



MAASAI MARA UNIVERSITY

UNIVERSITY MAIN EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCE, TOURISM &
HOSPITALITY**

**BACHELOR OF SCIENCE IN TOURISM
MANAGEMENT**

COURSE CODE: BTM 4142-1

COURSE TITLE: WILDLIFE BASED TOURISM

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Answer **All** the Questions in Section A and any **THREE** IN SECTION B
*This paper consists of **TWO** printed pages. Please turn over*

SECTION A: Answer all questions (20 marks)

1. (a) Define the following terms

(i) Wildlife (1 mark)

(ii) Ecotourism (1 mark)

(b) Briefly explain how wildlife and ecosystem are interdependent

(3 marks)

2. Describe three main type of wildlife conservation areas were wildlife

based tourism takes place

(3 marks)

3. Though Wildlife based tourism is important to Kenya's economic development, there are threats due to human activities. Highlight these threats.

(4 marks)

4. Giving examples, explain four wildlife based tourism products in Kenya

(4 marks)

5. Briefly explain the negative impacts of wildlife based tourism to wildlife species

(4 marks)

Section B: Answer THREE questions only. (45 marks)

6. a) Explain in details what carrying capacity is in wildlife tourism (4 marks)

b) Discuss the criteria for indicators used to monitor visitors impacts in a

destination

(6 marks)

7. Discuss the environmental impacts of wildlife based tourism (10 marks)

8. Discuss the various promotions strategies applied in wildlife based tourism

in Kenya

(10 marks)

9. Discuss how wildlife-based tourism can help Kenya in attaining vision 2030

development goals

(10 marks)

