MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SCHOOL OF TOURISM AND HOSPITALITY

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 4143-1

COURSE TITLE: COASTAL AND MARINE TOURISM

DATE: TIME:

INSTRUCTIONS TO CANDIDATES

Answer all questions in **SECTIONA** and any other two in **SECTION B**

SECTION A-20 MARKS

Question 1
  a) Coastal and Marine Tourism is the engine for regional social cultural development. Briefly discuss. **(2 Marks)**
  b) Elucidate a marine feature of your choice indicating two of its economic impacts.
    (3 Marks)
  c) Briefly explain artificial corals as the future for marine tourism**. (3 Marks)**
  d) Marine protected areas have been developed out of the need to address pressures on marine ecosystems. Briefly explain **(4 Marks)**
  e) Illustrate **FOUR** mitigation strategies to the factors Threating Sustainable Coastal Tourism Development. **(4 Marks)**
  f) As a Tourism consultant, briefly indicate why you would advise the use of an Integrated Ecosystem Management for management of coastal and marine resources. **(4 Marks)**

SECTION B: 30 MARKS

Question 2
  a) Analyze coastal tourism as a pull force for tourists. **(5 Marks)**
  b) The relationship between the environment, tourism, and conservation is complex, especially when nature is commodified as a tourism product. Examine. **(10 Marks)**

Question 3
  a) Describe coastal tourism as a process. **(5 Marks)**
  b) Discuss the role of the government, the locals and the tourists in sustaining tourism resources along the Kenyan coast line of Kenya. **(10 Marks)**

Question 4
  a) Explain **FIVE** policies that may shape the future of coastal and marine tourism in Kenya.
    (5 Marks)
  b) Illuminate how Tour Operators in Mombasa County may use coastal tourism and precisely eco-tourism as an agent for poverty eradications. **(10 Marks)**

Question 5
  a) Examine **FIVE** institutions that are legally mandated to oversee the sustainable management of coastal resources. **(15Marks)**

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