



MAASAI MARA UNIVERSITY

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

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

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

DATE: 18. 4. 2019

TIME: 2.30PM – 4.30PM

Instructions:

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

SECTION A: ANSWER ALL QUESTIONS (25 MARKS)

QUESTION ONE

- a) Define the concept of ecotourism (2Mks)
- b) Explain any **FIVE** major characteristics of ecotourism (5Mks)
- c) State **THREE** main objectives of undertaking ecotourism activities in Kenya? (3Mks)
- d) Mention any **FOUR** principles of ecotourism (4Mks)
- e) Identify any **FIVE** stakeholders involved in ecotourism globally (5Mks)
- f) State any five components of tourism (5Mks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MKS)

QUESTION TWO

Discuss with examples, the importance of ecotourism to the local community (15Mks)

QUESTION THREE

Using examples, describe the various elements involved in ecotourism development (15Mks)

QUESTION FOUR

Mrs. Lesuuda has been invited to a sustainable tourism event at Samburu county to talk about the impacts of ecotourism. Prepare the content of the talk, discussing the positive and negative impacts of ecotourism (15Mks)

QUESTION FIVE

Discuss using relevant examples the challenges facing ecotourism development in Kenya (15Mks)

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