



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER**

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

**COURSE CODE: BTM 4108**

**COURSE TITLE: COMMUNITY BASED TOURISM**

**DATE: 13<sup>TH</sup> DECEMBER 2019**

**TIME: 11.00-1.00PM**

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#### **INSTRUCTIONS TO CANDIDATES**

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

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

**SECTION A: COMPULSORY (30 MARKS)**

**Q1.**

- a) "Community tourism is not nature-based tourism nor is it rural tourism." Explain. **(6marks)**
- b) Compare and contrast community tourism and sustainable tourism **(3marks)**
- c) List and explain the various roles of each of the stakeholders in community based tourism. **(6marks)**
- d) Explain the motivating factors of community based tourism to local communities in Kenya **(6marks)**
- e) Explain the social and environmental impacts of community based tourism. **(6marks)**
- f) Discuss the demerits of community based tourism in Kenya **(3marks)**

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

Q2. Discuss the destination lifecycle of community based tourism **(20marks)**

Q3. Discuss using a case study the problems affecting community based tourism in Kenya **(20marks)**

Q4. List and explain the benefits of community based Tourism in Kenya **(20marks)**

Q5. Discuss the key attributes of community based tourism. **(20marks)**

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