



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF TOURISM, HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF SCIENCE IN TOURSISM  
MANAGEMENT**

**COURSE CODE: BTM 4106**

**COURSE TITLE: WILDLIFE BASED TOURISM**

**DATE: 5<sup>TH</sup> DECEMBER, 2019**

**TIME: 0830-1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

## **SECTION A: Answer all questions (25 Marks)**

1. Giving examples, define the following terms (10 marks)
  - i. Wildlife
  - ii. Community based tourism
  - iii. Visitor carrying capacity
  - iv. Mass tourism
  - v. Green tourism
2. Explain why community based tourism proving to be a good option in promoting wildlife based tourism? (5 marks)
3. Explain contributions of wildlife utilization towards rural development. (5 marks)
4. Briefly discuss any 5 requirements that are needed to attain long-term sustainability of wildlife watching (5 marks)

## **SECTION B: Answer any three questions (45 Marks)**

5. Comprehensively, highlight IUCN classification of protected areas (15 marks)
6. Exhaustively, discuss the impacts of wildlife tourism, positive and negative. (15 marks)
7. You have been appointed curator of Maasai Mara Botanical garden, an attraction in the university.
  - a. How would you control visitor numbers to ensure they have a memorable experience at your facility? (10 marks)
  - b. What methods would you utilize to gather data on visitor numbers and seasonality, to help you make sound decisions (7a above)? (5 marks)
8. Exhaustively illustrate the techniques you would use to communicate tourism information about wildlife destination you are in-charge of. (15 marks)

**//END**