



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM AND  
HOSPITALITY  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4106**

**COURSE TITLE: WILDLIFE BASED TOURISM**

**DATE: 30<sup>TH</sup> MARCH, 2022**

**TIME: 0830-1030**

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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 (25 Marks)**

1. Giving specific examples, define the following terms **(5 marks)**
  - i. Community based tourism
  - ii. Visitor carrying capacity
  - iii. Ecosystem services
  - iv. Sanctuary
  - v. Sustainable tourism
2. Mention 5 ways community based tourism is proving to be a good option in promoting wildlife based tourism. **(5 marks)**
3. With examples, give 5 important annual wildlife / environment days and dates the tourism sector should use to promote wildlife based tourism and community awareness. **(5 marks)**
4. Highlight 5 touristic do's and don'ts when promoting and practicing wildlife based tourism. **(5 marks)**
5. With examples, mention how wildlife based tourism contribute to Vision 2030, Africa Union Agenda 2063 and the UN SDGs. **(5 marks)**

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

6. Comprehensively, highlight IUCN classification of protected areas and their contribution to wildlife based tourism. **(15 marks)**
7. Wildlife based tourism is being encouraged in the country and region.
  - a. Exhaustively explain who benefits and who loses. **(10 marks)**
  - b. Which remedial interventions can you advocate for, to mitigate the negative impacts? **(5 marks)**
8. You have been appointed tourism warden of Mount Longonot National Park, a wildlife based tourism attraction in the outskirts of Nairobi Metropolitan area.
  - 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)**
9. Illustrate the techniques you would use to communicate tourism information about wildlife destination you are in-charge of. **(15 marks)**

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