



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SCHOOL OF NATURAL RESOURCE, TOURISM &

HOSPITALITY

BACHELOR OF SCIENCE IN TOURISM

MANAGEMENT

COURSE CODE: BTM 4106

COURSE TITLE: WILDLIFE BASED TOURISM

DATE: 08TH DECEMBER 2022

TIME: 11:00 – 13:00

INSTRUCTIONS TO CANDIDATES

Answer **All** the Questions in Section A and any **THREE** IN SECTION B
*This paper consists of **TWO** printed pages. Please turn over*

SECTION A: Answer all questions (25 marks)

1. (a) Define the following terms

(i) Wildlife based tourism **(1 mark)**

(ii) Ecotourism **(1 mark)**

(b) Differentiate between consumptive and non-consumptive wildlife tourism **(4 marks)**

2. Describe the importance of wildlife-based tourism to local communities

(5 marks)

3. Explain the key principles used in developing ecotourism products

(4 marks)

4. Highlight impacts of tourism on wildlife

(6 marks)

5. State four rules or regulations visitors should adhere to while in wildlife conservations areas or observing wildlife.

(4 marks)

Section B: Answer THREE questions only. (45 marks)

6. Discuss environmental impacts of wildlife based tourism **(15 marks)**

7. a) Exhaustively explain the concept of visitor carrying capacity **(6 marks)**

b) Discuss the criteria for indicators you would use to monitor impacts of

visitors in a wildlife tourist destination **(9 marks)**

8. Describe the guidelines to be followed when establishing wildlife-based tourism physical infrastructure and facilities? **(15 marks)**

9. Discuss how wildlife-based tourism can help Kenya in attaining vision 2030

(15 marks)

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