



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

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

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 4108

COURSE TITLE: COMMUNITY BASED TOURISM

DATE: 13TH DECEMBER, 2022

TIME:1430-1630

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A-30 MARKS

Question 1

- a) Briefly illustrate **TWO** strategies you would adopt in an effort to develop and enhance local capacity skills related to tourism. **[2 Marks]**
- b) Discuss **THREE** strategies you would employ for sustainability of Community Based Tourism enterprises. **[6 Marks]**
- c) Explain **THREE** negative impacts resulting from Community Based Tourism projects and a mitigation measure for each. **[6 Marks]**
- d) Briefly discuss the marketing mix as a tool that may enhance the sale and distribution of community based tourism products. **[8 Marks]**
- e) Using SWOT analysis, discuss how you would curb challenges facing Community Based Tourism projects **[8 Marks]**

Section B: 40 marks

Question 2

- a) Analyze the role of paradigm shift to Community Based Tourism. **[20 Marks]**

Question 3

- a) Discuss the viability of Community Based Tourism as a tool for sustainable development in the North Eastern of Kenya. **[20 Marks]**

Question 4

- a) Analyze the effects of principles of sustainable development to Community Based Tourism projects in Kenya. **[10 Marks]**
- b) As a newly Tourism Graduate, explain **FIVE** community tourism policy guidelines you may establish in an effort to guide community based projects in your county. **[10 Marks]**

Question 5

- a) Product development is vital for survival of Community Based Tourism. Analyze. **[10 Marks]**
- b) Discuss **FIVE** roles the private sector play in the development of Community Based Tourism projects **[10 Marks]**

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