



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 4251-1

**COURSE TITLE: CONTEMPORARY ISSUES IN
TOURISM**

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 3 printed pages. Please turn over

Section A: 20 MARKS

Question 1

- a) Elucidate **FOUR** effects of modern-day tourists giving relevant examples. **[4 Marks]**
- b) Briefly expound on **TWO** implications of the changing tourist behavior. **[4 Marks]**
- c) The tourism industry may face various crises. Briefly explain **THREE** giving examples. **[6 Marks]**
- d) Illustrate **THREE** contemporary issues in tourism giving their implication to the tourism industry. **[6 Marks]**

Section B: 30 Marks

Question 2

- a) Identify **FIVE** safety concerns within the tourism industry and expound on a mitigation strategy you may adopt for each. **[5 Marks]**
- b) Discuss **FIVE** recovery strategies that the tourism industry may adopt to deal with the effects of COVID-19 and other pandemics that may strike in the future. **[10 marks]**

Question 3

- a) Climate change is a concern for all nations. Describe **FIVE** strategies you would employ to reduce carbon footprint for a safe tourism industry. **[5 Marks]**
- b) "A crisis affecting tourism manifests as a set of circumstances which compromise or damage the market potential and reputation of a tourism business". Analyze this statement giving examples. **[10 Marks]**

Question 4

a) "Communities can be meaningfully involved in tourism". Expound.

[5 Marks]

b) Sustainable tourism is the solution for future tourism. Illustrate.

[10Marks]

Question 5

a) Corporate social responsibility is a "soft investment" for tourism enterprises. Explicate

[5 Marks]

b) Examine **FIVE** negative impacts technology poses to the tourism industry and a current mitigation strategy for each.

[10 Marks]