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 4252-1
COURSE TITLE: SUSTAINABLE 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: ANSWER ALL QUESTIONS (20MKS)

QUESTION ONE

  a) Define sustainable tourism and explain its significance in the context of global environmental concerns **(2mks)**
  b) Explain **FOUR** factors that are pushing the tourism industry towards sustainable development **(2mks)**
  c) Highlight **FOUR** reasons why the travel and tourism industry has been slow in responding to the sustainable development agenda **(2mks)**
  d) Evaluate **FOUR** benefits associated with sustainable tourism development **(2mks)**
  e) Explain any **FOUR** principles of sustainable tourism **(2mks)**
  f) Highlight any **FIVE** sustainable tourism challenges that the Kenya Tourism policy is meant to address **(5mks)**
  g) Explain how we apply the tragedy of the commons concept to promote sustainable tourism, ensuring the responsible use of shared environmental and cultural resources in tourist destinations. **(5mks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30MKS)

QUESTION TWO

  i. Using examples of successful and unsuccessful policies in Kenya, discuss the role of government policies in promoting sustainable tourism development **(5mks)**
  ii. Explore the concept of carrying capacity in the context of sustainable tourism. How can destinations determine and manage their carrying capacity to ensure long-term environmental and social sustainability? **(10mks)**

QUESTION THREE

a) Discuss why system thinking is important in sustainable tourism. **(5mks)**
b) Analyze the role of community engagement in sustainable tourism projects while giving examples of successful community-based tourism initiatives and their positive impacts on both the community and the environment. **(10mks)**

QUESTION FOUR

i. Discussing the challenges and opportunities of integrating technology into sustainable tourism practices, demonstrate how technology can be leveraged to enhance visitor experiences while minimizing environmental and cultural impacts **(5mks)**

ii. How does over-tourism impact popular destinations, and what strategies can be implemented to mitigate its negative effects on the environment, local communities, and overall visitor experience? **(10mks)**