



MAASAI MARA UNIVERSITY
UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER
SCHOOL OF TOURISM AND NATURAL RESOURCE
MANAGEMENT
MASTERS IN ENVIRONMENTAL STUDIES
COURSE CODE: SES 887E
COURSE TITLE: TOURISM AND ENVIRONMENT

DATE: 25/4/2019

TIME:2.30-5.30 PM

INSTRUCTIONS TO CANDIDATES

Section A is compulsory

Answer any **THREE** questions in section B

This paper consists of 2 printed pages. Please turn over

Section A: 25 marks

1.Discuss tourism lifecycle stages and strategic directions (5 marks)

2.Highlight the strengths, weaknesses, opportunities and threats of Kenya's
tourism industry (5 marks)

3. Analyze the tourism marketing activity cycle (5 marks)

4. Briefly discuss UNEP/UNWTO Sustainable tourism aims (5 marks)

5. Outline the global code of ethics for tourism of the World Tourism

Organization (UNWTO) for effective planning and management

(5 marks)

Section B: 45 marks

6. Analyze the guiding principles of Environmental Impact Assessment

(EIA) for the tourism industry (15 marks)

7. Discuss Climate Change Impacts on Tourism (15 marks)

8. Analyze tourism carrying capacity assessments (15 marks)

9. Analyze strategies and tactics for managing high levels of use in

protected areas (15 marks)

