



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 4107

COURSE TITLE: COASTAL AND MARINE

TOURISM

DATE: 15TH 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 describe **THREE** coastal ecosystems. **[6 Marks]**
- b) Briefly explain **THREE** impacts of involving locals in the management of coastal resources. **[6 Marks]**
- c) Briefly discuss **THREE** effects of coastal tourism development to small and medium enterprises. **[6 Marks]**
- d) Describe **THREE** environmental challenges facing management of coastal and marine resources. **[6 Marks]**
- e) Explain **THREE** sustainable development principles you would adopt for the development of a coastal tourism activity. **[6 Marks]**

Section B- 40 marks

Question 2

- a) You have been employed as a Tourism Officer by the Ministry of Tourism, Lamu office. You are required to develop unique strategies that would reduce environmental challenges facing marine and coast environments. **[20 Marks]**

Question 3

- a) In regard to principles of sustainable development, describe **FIVE** ways of managing a community owned organization at the coastal region. **[10 Marks]**
- b) Analyze **FIVE** roles of small and medium enterprises (SMEs) to the development of Coastal Tourism. **[10 Marks]**

Question 4

- a) Rapid population growth has proved a huge threat to the marine resources. Illustrate **[10 Marks]**
- b) Analyze the role of a tourism policy in the development of tourism at the coastal region. **[10Marks]**

Question 5

- a) An integrated ecosystem management is the future for coastal and marine tourism. Discuss. **[10 Marks]**
- b) Illustrate **FIVE** regulatory management strategies you would adopt in management of coastal and marine tourism. **[10 Marks]**

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