



# **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 4248-1**

**COURSE TITLE: SPECIAL INTEREST TOURISM**

**DATE: 22/4/24                      TIME:1100-1300HRS**

## **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-20 MARKS- ANSWER ALL QUESTIONS**

- a) Distinguish between the special interest tourist and the mass tourist  
(2 marks)
- b) Using any four factors, explain how psychographic characteristics affect participation in special interest tourism  
(2 marks)
- c) Using examples, differentiate between package and non-package special interest holidays  
(2 marks)
- d) Differentiate the three types of special interest tour operators (3marks)
- e) Explain any five challenges for a special interest tourism operator when designing an Indigenous tourism holiday in a remote destination  
(5 marks)
- f) Describe any six special interest tourism products promoted by the Kenya Tourism Board (6 marks)

**SECTION B-30 MARKS-ANSWER ANY TWO QUESTIONS**

- 2. Discuss any ten trends in special interest tourism (15 marks)
- 3. Using any theory of choice, discuss the motivation and appeal for special interest tourism (15 marks)
- 4. Describe ten drivers of special interest tourism (15 marks)
- 5. a) Describe five reasons for managing risk in special interest tourism  
(5 marks)
- b) Explain any five regulations that special interest operators need to comply with. (10 marks)

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