



MAASAI MARA UNIVERSITY

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

SECOND YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCES,
ENVIRONMENTAL STUDIES AND
AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 137

**COURSE TITLE: SUSTAINABLE DESTINATION
DEVELOPMENT.**

DATE: 15/5/2024

TIME: 1100-1300 HRS

Instructions

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

SECTION A – (25 MARKS)

Answer all the questions.

- a) What is sustainability? **(1mk)**
- b) Define sustainable tourism and explain its significance in the context of global environmental concerns **(4mks)**
- c) Evaluate **FOUR** benefits associated with sustainable tourism development **(4mks)**
- d) Highlight **FOUR** reasons why the industry needs sustainable destination planning **(4mks)**
- e) Differentiate between sustainable forms of tourism and unsustainable forms of tourism **(4mks)**
- f) Highlight **FOUR** reasons why the tourism industry has been slow in responding to the sustainable development agenda **(4mks)**
- g) Identify any **FOUR** roles played by the public sector towards the achievement of Sustainable destination development **(4mks)**

SECTION B-(45MARKS)

QUESTION TWO

Using examples, state and discuss any **FIVE** principles of sustainable tourism **(15mks)**

QUESTION THREE

With sufficient details discuss how tourism benefits can be used to achieve Sustainable Development Goals **(15mks)**

QUESTION FOUR

- a) Describe Over-tourism **(5mks)**
- b) Discuss five strategies you can use to control over-tourism. **(10mks)**

QUESTION FIVE

- a) Briefly explain any 5 stakeholders in sustainable destination development. **(5mks)**
- b) Discuss five reasons why community engagement is important in sustainable tourism projects. **(10mks)**

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