

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 412**

**COURSE TITLE: SUSTAINABLE TOURISM**

**DATE: 1/2/2017 TIME: 11:00am – 1.00pm**

**INSTRUCTIONS TO CANDIDATES**

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

***This paper consists of 2 printed pages. Please turn over***

**Section: A**

**1.** Define in your own words, the concept “Sustainable Tourism”. **(2 marks)**

**2.** Explain how the four principles of Sustainable Tourism can contribute in developing Maasai Mara National Game Reserve as a sustainable tourism destination. **(4 marks)**

**3.** Giving examples, explain four major actors in Sustainable Tourism in Kenya. **(4 marks)**

**4.** Explain the four main components of tourism supply chain in the Kenyan tourism industry. **(4 marks)**

**5.** Define the following terms

a). Sustainability **(1 mark)**

b). Sustainable development **(1 mark)**

c). Sustainable tourism **(1 mark)**

**6.** State the seven indicators of sustainable tourism. **(7 marks)**

**7.** Explain sustainable tourism policy. **(1 mark)**

**Section B: ANSWER ANY THREE QUESTIONS. EACH QUESTION CARRIES 15 MARKS.**

**8.** Describe the barriers to the implementation of sustainable tourism policies in Kenya. **(15 marks)**

**9.** Describe the aims for agenda 21 in promoting sustainable tourism development in the Maasai Mara National Game Reserve. **(15 marks)**

**10.** Describe how the five principles for Community Based Tourism can contribute to alleviating poverty in rural communities adjacent Maasai Mara National Game Reserve. **(15 marks)**

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**11.** Explain the negative impacts of Global warming and climate change in relation to sustainable tourism development in Kenya. **(15 marks)**

**12.** Describe two summits and their contributions to sustainable tourism development in Kenya. **(15 marks)**

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