



MAASAI MARA UNIVERSITY

**REGULAR 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: 10TH DECEMBER 2018

TIME: 1430 - 1630 HRS

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)

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