

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
MASTERS IN TOURISM MANAGEMENT**

MTOM 821 : COASTAL AND MARINE ECOTOURISM

STREAMS: MTOM (Y1S1)

TIME: 3 HOURS

DAY/DATE: THURSDAY 8/4/2021

8.30 AM – 11.30AM

INSTRUCTIONS:

- Answer All Questions in SECTION A and Any Other Two in SECTION B
- Do not write on the Question paper

SECTION A: (20 MARKS)

1. Examine the significance of marine ecosystems in development of ecotourism in coastal Kenya. [5 Marks]
2. Discuss the application of Hedonic pricing in coastal and marine ecotourism products. [5 Marks]
3. Assess the significance of the national government in promoting the Blue Economy in Kenya. [5 Marks]
4. Explain any five pricing strategies that you would apply in pricing coastal and marine ecotourism product in Kenya. [5 Marks]

SECTION B: (40 MARKS)

5. Critique the utility of spatial-multi Criteria Approach, suggested by Tuda, et al (2009) in managing coastal tourism conflicts. [20 Marks]
 6. Discuss any four models that you would use to assess the quality of coastal and marine ecotourism in Kenya and show how you would apply each one of them. [20 Marks]
 7. Explain the strategies that you would apply to mitigate the impacts of marine ecotourism activities in coastal Kenya. [20 Marks]
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