
CHUKA



UNIVERSITY

SUPPLEMENTARY/ SPECIAL EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF
BACHELOR OF TOURISM MANAGEMENT AND BACHELOR OF WILDLIFE AND
ENTERPRISE MANAGEMENT**

BTOM 351: WILDLIFE BASED TOURISM

STREAMS: BTOM/WIEM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 01/02/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

Do not write on the question paper

SECTION A: Answer all questions in this section

1. Highlight FOUR objectives of wildlife based tourism development. [4marks]
2. Explain briefly SIX essential characteristics that an animal or plant species must possess for successful wildlife based tourism. [6marks]
3. Briefly describe SIX motivations of wildlife tourists. [6marks]
4. Explain briefly various ways in which tourism in protected areas causes harm to wildlife. [5marks]
5. Describe briefly five wildlife conservation strategies that can be adopted in a destination. [5marks]
6. Highlight four strategies that are applicable in enhancing local community engagement in wildlife based tourism development. [4marks]

SECTION B: Answer any two questions

6. Describe perceived contribution of wildlife to the economic, social and ecological aspects of a destination. [20marks]
 7. Climate change is the greatest threat to the wildlife resources in Kenya. Discuss [20marks]
 8. Advise destination management organizations (DMOs) on five strategies for mitigating the adverse tourism impacts on wildlife within protected areas. [20marks]
-