

**CHUKA**



**UNIVERSITY**

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**RESIT/ SPECIAL EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND HOSPITALITY MANAGEMENT**

**WIEM 224: WILDLIFE BASED TOURISM**

**STREAMS: BEHM Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 13/09/2018**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

- **Answer All Questions in Section A**
- **Choose Two Questions in Section B**
- **Check the Answer booklet** for Exam regulations

**SECTION A (30 MARKS)**

- 1 Describe the TWO main land allocation strategies applied in wildlife conservation (2 marks)
- 2 Highlight FOUR objectives of wildlife based tourism development. (4 marks)
- 3 Briefly describe 4 characteristics of wildlife based tourists. (4 marks)
- 4 Briefly explain the global historical development of wildlife based tourism. (6 marks)
- 5 Explain the process of wildlife based product development. (5 marks)
- 6 Briefly explain FOUR pricing tools for wildlife based tourism. (4 marks)
- 7 Describe FIVE effects of infrastructure development on natural ecosystems (5 marks)

**SECTION B (40 Marks)**

- 8 Discuss the importance of developing a regional image as opposed to a corporate image during wildlife based tourism promotion. (20 marks)

- 9 Discuss the planning implications of Wildlife Based Tourism in the following travel circuits.
- a Central tourism circuit (10 marks)
  - b Coastal Kenya tourism circuit (10 marks)
- 10 Explain the application of the spatial multi-criteria approach based on Tuda (2012) in the management of Coastal Wildlife Based Tourism in Kenya. (20 marks)
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