



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4404: COASTAL & MARINE TOURISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Explain the attributes of marine and coastal environments that make it vulnerable to adverse tourism impacts. **(10 marks)**
- b) Explain the concept “climate change”. **(6 marks)**
- c) Explain the vulnerability of coastal and marine tourism to effects of climate change. **(14 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Outline any **FIVE** candidate strategies for diversification of the tourist experience at the coastal tourist destination area of Kenya. **(10 marks)**
- b) Explain the main factors that gave impetus to the development of coastal and marine tourism through history. **(10 marks)**

QUESTION 3

“Judging by the character of tourism development at the coast destination of Kenya, it is unlikely that tourism will be a panacea to the social-economic challenges of the coastal people” anonymous. Discuss. **(20 marks)**

QUESTION 4

- a) Briefly outline a framework that can be employed to evaluate competitiveness of Kilifi County as a coastal and marine tourist destination area of the future. **(10 marks)**
- b) Distinguish between the concepts “Ecological foot print” and “environmental carrying capacity” as applied in planning for coastal and marine tourism. **(4 marks)**
- c) Identify and explain any **THREE** environmental management tools that could be used in managing tourism impacts and development at a marine tourism attraction. **(6 marks)**

QUESTION 5

- a) What would be the potential benefits of a fully implemented and integrated coastal zone management program for a mature coastal and marine tourist destination area? **(10 marks)**
- b) Outline any **FIVE** critical resource endowments at Kenya’s coastal and marine ecosystems that are ideal for tourism development. **(10 marks)**