GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE CODE: BSTT 300

COURSE TITLE: WIILDLIFE TOURISM AND CONSERVATION MANAGEMENT

DATE: 07 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

Case Study: Wildlife Tourism Management in Amboseli National Park

Amboseli National Park is a flagship wildlife tourism destination in Kenya, globally recognised for its free-ranging elephant population and panoramic views of Mount Kilimanjaro. The park supports game drives, photographic tourism, educational visits, and eco-lodges that generate significant revenue for conservation and tourism development.

In recent years, however, pressures from surrounding Maasai community settlements have intensified. Expansion of agriculture, fencing of communal land, and infrastructure development have disrupted traditional wildlife migration routes, increasing incidents of crop destruction and livestock predation. As a result, tensions between park authorities and local communities have escalated, with some residents questioning the value of conservation when tourism benefits appear unevenly distributed.

Climate variability has further strained the ecosystem, reducing water availability during prolonged dry seasons and affecting vegetation cover relied upon by wildlife. Although park management has introduced wildlife corridors, community conservancies, and benefit-sharing arrangements, implementation has been uneven due to weak coordination among stakeholders and limited community involvement in decision-making.

Currently, conservation authorities are under pressure to balance rising tourist numbers, ecosystem protection, and community livelihoods, while maintaining Amboseli's international reputation as a sustainable wildlife tourism destination.

By Lecturer

a) Explain **three** factors that make Amboseli National Park a strategically important wildlife tourism destination, based on the case. **[6 Marks]**

b) Highlight **three** conservation management challenges currently affecting wildlife tourism in Amboseli. **[6 Marks]**

c) Examine **three** ways human–wildlife conflict, as described in the case, influences the sustainability of wildlife tourism operations. **[6 Marks]**

d) As a park manager, propose three management strategies that could strengthen sustainable wildlife tourism in Amboseli. **[6 Marks]**

e) Drawing from the case, discuss three ways wildlife tourism can simultaneously support conservation goals and improve community livelihoods around Amboseli. **[6 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) Explain five principles of wildlife conservation relevant to tourism destinations **[10 Marks]**

b) An endangered species in Kenya has attracted international attention. Explain five reasons why flagship species are important in wildlife conservation and tourism marketing . **[10 Marks]**

Question three

a) Discuss five roles of protected areas in supporting wildlife tourism development **[10 Marks]**

b) A wildlife conservancy is reviewing its conservation strategy. Explain five principles of conservation ethics that should guide wildlife resource management **[10 Marks]**

Question Four

a) Kenya Wildlife Service (KWS) is implementing a wildlife protection program. Explain five roles played by KWS in wildlife conservation and tourism management**.** **[10 Marks]**

b) Discuss five ways in which land-use planning around protected areas can reduce conflicts between wildlife conservation and local livelihoods. **[10 Marks]**

Question five

a) Explain five impacts of climate change on wildlife tourism destinations. **[10 Marks]**

b) A wildlife tourism enterprise is analyzing its value chain. Explain five components of the wildlife tourism value chain. (10 marks) **[10 Marks]**