



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF PURE AND APPLIED SCIENCE

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**SECOND YEAR, SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN TOURISM MANAGEMENT**

HTM211: TOURISM POLICY AND PLANNING

DURATION: 2 HOURS

DATE: 26TH APRIL 2018

TIME: 9.00AM – 11.00AM

Instructions to Candidates:

1. Answer **Section A** and **Any Other Two** questions in **Section B**.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION (30 Marks)

QUESTION ONE

- a) Define the following terms;
 - i. Tourism Policy (2 Marks)
 - ii. Tourism Planning (2 Marks)
 - iii. Tourism Master Plan (2 Marks)
 - iv. Tourism Destination (1 Mark)
- b) Explain two key parameters that must be satisfied for a tourism destination to be successful. (4 Marks)
- c) Highlight the basic requirements that an effective tourism policy will seek to address. (4 Marks)
- d) Explain why the lead in policy formation rest with governments and their executive agencies. (3 Marks)
- e) Explain three levels of tourism planning. (6 Marks)
- f) Describe three roles of stakeholders in tourism planning and management. (6 Marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

“A number of more general policies are controlled by government as well as the industry sectors and organizations. These policies may have a significant effect on the success of tourism in a destination.”
Discuss the effects of other policies to tourism policy, (20 Marks)

QUESTION THREE (20 MARKS)

- a) With the aid of a diagram, explain the structure of a tourism policy. (10 Marks)
- b) Describe the impact of vision 2030 on tourism planning and development. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Although some destinations have flourished without proper tourism plans in place, some have suffered greatly and have reached a stage of decline even before maturity. With reference to destination Kenya, explain the rationale of tourism planning. (10 Marks)
- b) Like many products, tourism destinations have a life cycle. Using a diagram, explain the Butter’s model of tourism destination life cycle and state its relevance to tourism planning. (10 Marks)