



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 4403: TOURISM POLICY, PLANNING AND DEVELOPMENT

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) i) Define tourism policy.
ii) Explain why it is important for a tourism destination to have a formal policy. **(10 marks)**
- b) Using a diagram, describe structure and composition of tourism policy. **(10 marks)**
- c) Compare and contrast tourism policy formulation and tourism planning. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

The need for a national tourism policy arises from a country's commitment to streamline and develop a sustainable tourism industry. Discuss the rationale and justification for a policy in Kenya. **(20 marks)**

QUESTION 3

The process of policy formulation is grouped in FOUR main phases. Discuss these phases in detail.

(20 marks)

QUESTION 4

Stakeholder's role in tourism policy and planning cannot be ignored. Identify **TWO** stakeholders involved in these processes and discuss their roles.

(20 marks)

QUESTION 5

Discuss the guiding principles underpinning tourism policy in Kenya.

(20 marks)