



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
(BSTM S13)

BHT 4403: TOURISM POLICY, PLANNING AND DEVELOPMENT
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

(30 Marks)

QUESTION ONE

- a) What is a tourism policy, and suggest why is it important for a tourism destination to have a sustainable formal policy (10 marks)
- b) Briefly discuss the major barriers to successful policy formulation for tourism (10 marks)
- c) Discuss the key elements of a strategic approach to tourism planning (6 marks)

d) Elaborate why tourism development planning in critical (4 marks)

SECTION B (Answer only TWO questions)

(40 Marks)

QUESTION TWO

As a newly employed county tourism executive officer, in formulating a policy for the future of a County Resource community, discuss relevant actors and stakeholders in the policy formulation and implementation process (20 marks)

QUESTION THREE

The directors have been advised to renovate their hotel in the low season to meet the standards of their clients. Provide some suggestions on what will be involved the planning process (20 marks)

QUESTION FOUR

a) As a tourism planner in the county government, elaborate five goals of tourism development (10 marks)

b) What are the major obstacles to tourism development in the county governments (10 marks)

QUESTION FIVE

Critique this statement 'Good tourism policy can help alleviate poverty' (10 marks)

Discuss how government policies on passports and visas impact tourism (10 marks)