



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M12)

**BHT 2304: TOURISM POLICY PLANNING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

## INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Define the following terms:
- i) Tourism policy (2 marks)
  - ii) Tourism planning (2 marks)
  - iii) Sustainable tourism (2 marks)
  - iv) Tourism destination (2 marks)
- b) “The area of tourism policy is often overlooked in terms of its importance in ensuring the success of a tourism destination”. Explain the importance of having a tourism policy at the national level. (12 marks)
- c) In reference to Kenya’s National Tourism policy discuss **FIVE** essential characteristics of a good tourism policy. (10 marks)

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

“A number of more general policies are controlled by governments 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 3

With the aid of a diagram explain the structure, content and process of tourism policy formulation. (20 marks)

### QUESTION 4

Identify the stakeholders who should take part in tourism policy and planning process and describe their different roles. (20 marks)

### QUESTION 5

- 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 for tourism planning. (10 marks)
- b) Like any product, tourism destinations have a life cycle. Using a diagram explain the Butler’s model of Tourism Destination lifecycle and state its significance to tourism planning. (10 marks)