



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
AUG 21)

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

SERIES: DEC 2024

TIME: 2 HOURS

DATE: Pick Date **DEC 2024**

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain needs for the formulation of a tourism policy (10 Marks)
- b) Elaborate the roles played by training institutions in the development of the tourism industry (10 Marks)
- c) Explain components of a destination that are addressed by a tourism policy (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Tourism planning is undertaken at different levels. Explain Five negative factors that may affect the development of effective plans at the county level (10 Marks)
- b) Describe five indicators of poor physical planning in a tourism destination (10 Marks)

QUESTION THREE

- a) Explain Five ways in which tourism policy and planning may help maximize the benefits of tourism in a destination (10 Marks)
- b) Tourism planning is a complex activity due to the nature of the industry products. Describe the unique characteristics of these products (10 Marks)

QUESTION FOUR

- a) Explain ways in which tourists as stakeholders can facilitate sustainable tourism development in a destination (10 Marks)
- b) Identify infrastructure projects that have been initiated in Kenya in the last 10 years which are likely to boost the tourism industry (10 Marks)

QUESTION FIVE

- a) Discuss reasons why Kenya tourism businesses has remained stagnant despite the progressive policy and planning undertaken in the industry (10 Marks)
- b) Explain challenges in policy formulation and implementation in Kenya (10 Marks)