



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: JULY 2025

TIME: 2 HOURS

DATE: Pick Date **JULY 2025**

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 the purpose of research in tourism planning (10 Marks)
- b) Highlight the benefits of planning knowledge to students of tourism (10 Marks)
- c) Explain benefits that are associated with a good tourism plan for a destination (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Stakeholders contribute significantly in planning and development of the tourism industry in Kenya. Explain the roles on non-governmental organizations in tourism policy implementation (10 Marks)

- b) Discuss the activities that may be undertaken during the analytical phase of the tourism policy formulation process (10 Marks)

QUESTION THREE

- a) Discuss elements of sustainable tourism planning
- b) Explain the importance of tourism policy in addressing issues related to optimization of the tourism resources (10 Marks)

QUESTION FOUR

- a) Research is a continuous activity in tourism planning and development. Explain reasons for county governments to involve themselves in tourism research (10 Marks)
- b) Discuss consequences of not taking into consideration the impact of tourism on the local community when planning (10 Marks)

QUESTION FIVE

- a) The Kenya Tourism Development Corporation (KTDC) was established to perform certain functions in the tourism industry. Outline such functions (5 Marks)
- b) Funding tourism development remains a major challenge in developing countries. Suggest ways that destinations may overcome this challenge (15 Marks)