



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT
(DTM M11)

BHT 2304: TOURISM POLICY & PLANNING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2013

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) Sustainable tourism (2 marks)
 - iii) Tourism planning (2 marks)
- b) Tourism policies will differ from one country to another but there are a number of basic requirements that an effective policy will seek to address. State and explain these basic requirements. (12 marks)
- c) For the purpose of prioritizing development process, it is necessary to have a favorable tourism policy in place. Explain the importance of having a tourism policy at the national level. (12 marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

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

QUESTION 3

Tourism planning is essential in ensuring the sustainability and competitiveness of a tourism destination. Describe the steps involved in the tourism planning process. (20 marks)

QUESTION 4

- a) Discuss the various levels of tourism planning. (8 marks)
- b) Like any product, tourism destination, have a life cycle. Using a diagram, explain the Butler's Tourism Destination Area life cycle model and state its significance to tourism planning. (12 marks)

QUESTION 5

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