



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M07)

TOURISM POLICY AND PLANNING

FINAL EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

SECTION A
(Answer **ALL** questions)

- Q.1 (a) 'Tourism Policy has been variously defined'. Identify **FIVE** different definitions of tourism policy. (10 marks)
- (b) Identify **FIVE** components of tourism policy. (10 marks)
- (c) Highlight **FIVE** roles that the government plays in tourism growth. (10 marks)

SECTION B

(Answer any **TWO** questions from this Section.)

- Q.2 (a) Explain **FIVE** problems that the government may experience by lacking a comprehensive tourism policy. (10 marks)
- (b) Highlight **FIVE** advantages of having a comprehensive tourism policy. (10 marks)
- Q.3 Highlight **TEN** importances of Tourism Planning at National and regional levels. (20 marks)
- Q.4 (a) Explain **FIVE** reasons as to why most developing countries lack a comprehensive tourism policy. (10 marks)
- (b) Identify **FIVE** levels of tourism planning. (10 marks)
- Q.5 (a) Identify **FIVE** organizations that are involved in tourism planning at international level. (10 marks)
- (b) Explain how proper tourism planning can boost tourism growth in Kenya. (10 marks)