MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRSTSEMESTER

SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE MANAGEMENT

COURSE CODE: NDTW 129
COURSE TITLE: TOURISM POLICY AND PLANNING

DATE: 24. 4. 2019   TIME: 11.00AM – 1.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

SECTION A: ANSWER ONE QUESTION (25MKS)

1.)
  a.) Define;
    i.) Tourism Policy   **(5Mks)**
    ii.) Tourism Planning   **(5Mks)**

  b.) Tourism Planning is essentially about the utilization of tourism assets and their development into a marketable state. Briefly describe the meaning of this statement   **(5Mks)**

  c.) In many developing countries, tourism planning exercises have remained as monuments to the expertise of consultants. Briefly explain the statement   **(5Mks)**

  d.) Explain your understanding of 'Tourism objectives are often unrealistic because they are statements of ambition rather than of reality'   **(5Mks)**

SECTION A: ANSWER THREE QUESTIONS(45MKS)

2.) The development of tourism is a long-term process which requires substantial and continuing investment in infrastructure and related facilities. What are the impacts arising from Tourism policy choices?
                                              (15Mks)

3.) Tourism development planning has a number of well-defined steps. Discuss in details the steps in Tourism development Planning   **(15Mks)**

4.) Using examples, give a detailed summary of Tourism Policy and Planning   **(15Mks)**

5.) Discuss the following statement: 'A policy is a reasoned consideration of alternatives'   **(15Mks)**

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