



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND LEISURE  
STUDIES**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3128-1**

**COURSE TITLE: TOURISM POLICY AND PLANNING**

**DATE: 15TH DECEMBER, 2022**

**TIME: 0830-1030**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

## SECTION A-20 MARKS

1.

### **i) The case of Mount Everest as a tourism destination**

This is the highest peak of the Himalayas spread across Mainland China, Tibet, India and Nepal. At an altitude of 8,848 metres above sea level, it is the tallest mountain peak in the world (Bisht, 2008). A tribe of Sherpas, who live close to Mount Everest, are renowned as expert mountaineers as they are familiar with its geographical environment (National Geographic, 2020). The Himalayas have always had a strong influence on South Asian culture and religion; their local traditions are associated with many of the individual mountains in addition to numerous Buddhist and Hindu shrines situated in the area.

Initially access to the mountain was restricted to scientists for research purposes only. Eventually, it was opened to a few who had the expertise and financial resources required to make the climb. Over time, Mount Everest has developed into an adventure tourism destination that still requires climbers to have permits before they access it. As more permits were issued to climbers, adventure consultants and mountain climbing agencies lowered their prices to attract even more visitors, some of whom had limited climbing experience and insufficient climbing equipment (Bogage, 2019). This has resulted in consequences such as fatal accidents, overcrowding and “traffic jams” especially in the Spring peak season when in excess of 200 climbers and guides might be ascending or descending simultaneously (Bogage, 2019). Although Mount Everest was becoming a tourist destination, the majority of its visitors were completely unaware of its dangers; for example, queues on the descent in the latter part of the day when the ambient temperature was falling rapidly led to mortalities (Bogage, 2019). The problems have been exacerbated by unscrupulous climbing companies who supply tourists with insufficient or inadequate equipment or hire unlicensed and inexperienced local guides thereby threatening the safety of climbing groups (Bogage, 2019). Indians have overtaken Americans to become the largest group to obtain mountaineering permits for Everest with a record of 78 successful applications in 2019, up from 59 in 2018 (Roy & Sharma, 2019). The cheaper, perhaps less safe mountaineering companies, appeal to the price sensitive Indians who often have limited financial support for their climbing trips (Roy & Sharma, 2019). From the outset, climbing companies mostly run by foreign operators were dominant in selling climbing experiences to the world’s highest peaks but, more recently, Nepalese companies have entered the market charging up to 50% less than their competitors. Consequently, 80% of the business is now in the hands of Nepalese companies (Roy & Sharma, 2019). By 2019, more than 300 people had died on Mount Everest with two-thirds along the main climbing route, leaving dead bodies on the mountain (Sharma & Schultz, 2019). Swenson (2019) pointed out that Mount Everest is referred to as the ‘world’s highest garbage dump’ due to both climbers and tourists depositing empty oxygen bottles, broken tents, clothes, food packaging and human waste

on its slopes and at base camp. The question now is whether this is a case of a dangerous Tourist Destination or unscrupulous Climbing Companies.

**Use the information above to answer Questions a to d.**

- a) Identify five opportunities available for Mount Everest as a tourist destination  
**(5 marks)**
- b) Identify five challenges facing Mount Everest as a tourist destination  
**(5 marks)**
- c) From the issues raised in a and b above, identify five policy directives that should be included in the destination policy.  
**(5 marks)**
- d) Identify five stakeholders who would be key in policy formulation and implementation.  
**(5 marks)**

### **SECTION B-30 marks**

2. a) Explain any five emerging issues in tourism policy and planning  
**(5 marks)**  
b) Discuss the consequences of failing to plan in the context of a tourism destination.  
**(10 marks)**
3. a) As a tourism director of county X, you are tasked with spearheading the formulation of a strategic plan for tourism for the county. Describe the steps involved in formulating of this plan  
**(10 marks)**  
b) Describe any five principles of tourism development that guide planning in Kenya  
**(5 marks)**
4. a) Discuss challenges faced by tourism destination managers in implementing tourism plans and policies on the ground. **(10 marks)**  
b) With the use of examples, describe five principles of sustainable development.  
**(5 marks)**
- 5.a) Discuss the rationale for tourism policy and planning in a tourism destination  
**(10 marks)**  
b) Analyse five main strategies for tourism development as proposed by the National Tourism Blueprint 2030 of Kenya  
**(5 marks)**

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