



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2204

**COURSE TITLE: TOURISM POLICY AND
PLANNING**

DATE: 23RD APRIL 2018

TIME: 1100 - 1300HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A-25 MARKS

1.
 - a) Explain the difference between a tourism policy and a tourism plan
(2 marks)
 - b) Identify any three sources of tourism policy
(3 marks)
 - c) With the use of an example, differentiate between vision and mission as used in strategic plans
(4 marks)
 - d) Outline five types of tourism plans
(5 marks)
 - e) Explain the role of a tourism policy in promoting sustainable tourism development within a destination
(5 marks)
 - f) Highlight any five emerging issues in tourism policy and planning
(5 marks)
 - g) Briefly describe any four forms of sustainable tourism approaches
(6 marks)

SECTION B-45 marks

2.
 - a) Describe the roles of any seven stakeholders in tourism planning
(7 marks)
 - b) Evaluate the significance of a multistakeholder approach in tourism planning and policy formulation.
(8 marks)
3. Analyse the key areas addressed by the Kenya tourism master plan of 2013-2018.
(15 marks)
4. Failing to plan is planning to fail. Elaborate on the validity of this statement with regards to failure of a destination to plan for tourism
(15 marks)
5. Tourism policy and planning serves to address challenges arising from the industry. Discuss.
(15 marks)

.....END.....