

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
MASTERS IN TOURISM MANAGEMENT**

MTOM 851: TOURISM PLANNING AND POLICY

STREAMS: (MTOM, Y1 B2)

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 7/4/2021

8.30 AM – 11.30 AM

INSTRUCTIONS:

- Read the instructions in each section
- Switch off your Mobile Phones
- Cheating is not allowed

SECTION A (Answer All Questions in this Section) (20 Marks)

1. Briefly explain 4 dimensions of a tourism plan. [4 Marks]
2. Explain 4 objectives of tourism planning at the site level. [4 Marks]
3. Explain 4 linkages between tourism planning and overall destinations
Competitiveness. [4 Marks]
4. Explain 4 focus areas of a tourism economic plan. [4 Marks]
5. Briefly explain 4 methods of measuring environmental impacts in a tourism
destination. [4 Marks]

SECTION B (Choose Two Questions in this Section) (40 Marks)

6. Discuss 10 methods of enforcing stakeholders collaborations in tourism planning. [20 Marks]
 7. Discuss 5 chapters in the Kenya National tourism strategy (2017-2022) [20 Marks]
 8. Explain 10 strategies of enhancing policy coordination during the development of a
tourism master plan. [20 Marks]
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