

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF TOURISM AND HOTEL MANAGEMENT**

BTHM 244: TOURISM POLICY AND PLANNING

STREAMS: BTHM Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 25/07/2018

2.30 P.M - 4.30 P.M

INSTRUCTIONS

- Answer ALL questions in Section A
- Answer any other TWO Questions from Section B

1. Briefly explain SIX ways in which East African Community contributes to tourism policy and planning at the regional level. [6 Marks]
2. Briefly explain any SIX reasons why tourism policies fail during implementation. [6 Marks]
3. Briefly explain any SIX issues addressed in Kenya's Tourism Act 2011. [6 Marks]
4. Briefly explain one similarity and five differences between tourism policy and planning. [6 Marks]
5. Briefly explain SIX approaches to tourism policy and planning. [6 Marks]

SECTION B: ANSWER ANY TWO QUESTIONS [40 MARKS]

6. Critique 5 roles of United Nations World Tourism Organization in tourism policy and planning. [20 Marks]
 7. Critique the National Tourism Strategy 2013-2018 contribution towards achieving this Vision 2030. [20 Marks]
 8. Critique the four levels of tourism policy and planning. [20 Marks]
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