

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

BTOM 291: PLANNING AND POLICY DEVELOPMENT

STREAMS: BTM Y2S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in Section A.
- Chose TWO questions in 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 2 QUESTIONS (40 MARKS)

6. Critique 5 roles of United World Tourism Organization in tourism policy and planning. (20 marks)
 7. Critique the National Tourism Strategy 2013-2018 contribution towards achieving vision 2030. (20 marks)
 8. Critique the four levels of tourism policy and planning. (20 marks)
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