

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF TOURISM MANAGEMENT

BTOM 291: TOURISM PLANNING AND POLICY DEVELOPMENT

STREAMS: BTOM (Y2S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer all questions in section A and TWO questions in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Briefly discuss six key aspects linked to tourism policy development [6 marks]
2. Briefly discuss the evolution of tourism planning and policy development [6 marks]
3. Discuss six ways in which tourism planning and policy development will contribute to the growth of tourism sector in Kenya. [6 marks]
4. Differentiate between interactive and conventional planning in tourism perspective

[6 marks]

5. Briefly explain six components of a tourism plan [6 marks]

SECTION B (40 MARKS)

6. (a) Discuss five levels of tourism planning in a destination [10 marks]
(b) Discuss five components of the Kenyan tourism policy [10 marks]
7. Discuss the tourism planning cycle [20 marks]
8. (a) Discuss the role of various stakeholders in tourism planning and policy making

[12 marks]

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(b) Discuss the various constraints to tourism planning and policy making in Kenya

[8

marks]
