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SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

UNIT CODE: BTM 3211 TOURISM RESOURCE MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS

1. QUESTION ONE IS COMPULSORY
2. ANSWER THREE QUESTIONS IN THIS PAPER.

QUESTION ONE

a) Specific characteristics are an advantage to the management of tourism resources: Giving examples, discuss the above statement. (10marks)

b) Discuss the tools of managing tourism resources under the following sub headings:

i) Concessions and leases (5marks) ii) Local Agenda 21 (LA21) (5marks)

c) Tourism destination life circle undergoes several stages: Using the “TALC” model, describe the above stages. (10marks)

QUESTION TWO

a) Describe the classification of natural resources based on the following:

i) Origin (5marks)

ii) Development (5marks)

b) Describe any two approaches to tourism resource management (10marks)

QUESTION THREE

a) Discuss the elements of tourism resource planning (10marks)

b) Highlight how planning affects sustainability of tourism resources (5marks)

c) Giving examples, describe the goals of tourism resource planning and development (5marks)

QUESTION FOUR

The VICE model explains how the protection and enhancement of resources can meet the needs of all stakeholders. Illustrate how this model works to achieve the above needs.

(20marks)