



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY

UNIVERSITY EXAMINATION FOR BACHELOR OF INTERNATIONAL  
TOURISM YEAR THREE SEMESTER ONE

BBM 3312: TOURISM POLICY & PLANNING

DURATION: 2 HOURS

MAIN CAMPUS

**INSTRUCTIONS**

1. Answer Question ONE and any other TWO Questions in this paper.
2. DO NOT write on the QUESTION paper, all writings should be done on the Examination Answer Booklet
3. Observe University Examination Rules and Regulations

**QUESTION ONE (30 MARKS)**

- a) Briefly explain the six major elements in planning a tourist destination (9 marks)
- b) Outline six main areas that should be captured and detailed in a tourism master plan (3 marks)
- c) Outline any five requirements you would need for successful planning of tourism in Kisumu County (5 marks)
- d) Explain four economic reasons for tourism policy and planning in Kenya (8 marks)
- e) Outline the ten (10) steps for tourism planning in any given destination (5 marks)

**QUESTION TWO (20 MARKS)**

- a) Briefly explain six strategies through which the objectives of tourism policy can be achieved (12 marks)
- b) Outline the eight (8) steps for tourism policy formulation (8 marks)

**QUESTION THREE (20 MARKS)**

Discuss the consequences of unplanned tourism development (20 marks)

**QUESTION FOUR (20 MARKS)**

- a) Outline eight rationales for tourism planning in any given destination (8 marks)
- b) Describe the role of the following destination authorities in tourism product development in Kenya
  - i.) National government (3 marks)
  - ii.) Kenya Tourist Board (2 marks)
  - iii.) Kenya Association of Tour Operators (KATO) (1 mark)
  - iv.) The County Governments (3 marks)
  - v.) National Environmental Management Authority (3 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe the following tourism planning approaches and techniques
  - i.) Boosterism (2 marks)
  - ii.) An economic, industry-oriented approach (2 marks)
  - iii.) A physical/spatial approach (2 marks)
  - iv.) A community-oriented approach (2 marks)
  - v.) A sustainable tourism approach (2 marks)
- b) Using relevant examples, describe the various levels of tourism planning (10 marks)

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND LEGAL STUDIES**

**BTM 3312: TOURISM POLICY & PLANNING**  
**COURSE LECTURER: MR GEORGE OTIENO**

**42 HOURS**  
**YEAR III, SEMESTER I**

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- 1. Introduction:** The changing nature of the tourism industry with its move away from mass tourism towards greater market segmentation, use of new technologies, differentiation of the product and adoption of new management styles demands a change in the substance of governments' tourism policies. For tourism to be sustainable in the future, it is vital that effective policy and planning take place today. Policymakers, planning officials, and stakeholders must identify the emerging trends in tourism and orchestrate new measures that lead to orderly growth and quality products that benefit tourists and communities.
  
- 2. Course Objectives:** To equip students with the professional skills required for strategic tourism management, planning and policy making. This course is designed to enable students to:
  - a) Describe the reciprocal relationships between tourism planning and development and the physical, political and socio-economic environments in developed and developing nations.
  - b) Examine in detail the institutional arrangements for tourism policy, and of government and industry roles and responsibilities in tourism planning and policy-making.
  - c) Identify and critically explain the values and interests of stakeholders in tourism policy-making and planning.
  - d) Develop skills in critically evaluating tourism policies and plans.
  - e) Create an understanding of strategic management principles and their application to tourism policy and planning in the Caribbean and abroad.
  - f) Discuss critical issues and procedures in the appraisal of tourism development projects.
  
- 3. Learning Objectives:** At the end of this course, students should be able to:
  - a) Explain how tourism planning and development interrelate
  - b) Describe the institutional arrangements for tourism policy and of government and industry roles and responsibilities in contemporary tourism planning and policy making
  - c) Identify and critically explain the values and interests of stakeholders in tourism policy-making and planning.
  - d) Critically evaluate tourism policies and plans.
  - e) Apply strategic management principles to tourism policy and planning in East Africa.
  - f) Discuss critical issues and procedures in the appraisal of tourism development projects.
  
- 4. Course Description:** Understanding Tourism Policy and Planning; Policy and Planning Dimensions of Tourism; The Concept of Tourism Development Planning; Stakeholders

in Tourism Planning; Policy Issues in Tourism; Tourism and Economic Development Policy; Tourism Planning, Approaches, Policy and Management in East Africa; Tourism Development Plans; International Tourism Policy and Development; Tourism Issues and Policies in Developing Countries

**5. Content Breakdown**

<b>TOPICS</b>	<b>TOPIC CONTENTS</b>	<b>HOURS</b>
<b>5.1 Introduction to Tourism Policy and Planning</b>	<ul style="list-style-type: none"> <li>▪ An overview of tourism industry</li> <li>▪ Definition of terms and concepts</li> <li>▪ Benefits and costs of tourism (recap)</li> <li>▪ Tourism planning issues and concerns</li> <li>▪ Rationale for tourism planning</li> <li>▪ Consequences of unplanned tourism development</li> <li>▪ Barriers of tourism planning</li> </ul>	<b>9 Hours</b>
<b>5.2 Tourism Policy Issues and Process</b>	<ul style="list-style-type: none"> <li>▪ Who formulates tourism policy?</li> <li>▪ What are the objectives of tourism policy?</li> <li>▪ How are the objectives of tourism policy achieved?</li> <li>▪ Tourism policy formulation steps</li> <li>▪ Types of tourism policy evaluation stages</li> <li>▪ Tourism policy issues for developing countries</li> <li>▪ CAT I</li> </ul>	<b>11 Hours</b>
<b>5.3 Tourism Planning – A Strategic Approach</b>	<ul style="list-style-type: none"> <li>▪ Tourism planning approaches and techniques</li> <li>▪ Levels of tourism planning</li> <li>▪ Types of tourism planning</li> <li>▪ Requirements for planning</li> <li>▪ Stakeholders roles and responsibilities in tourism planning</li> <li>▪ Process for tourism planning</li> <li>▪ Major elements in planning a tourism destination</li> <li>▪ Developing a tourism plan for various destinations (Urban, Rural etc.)</li> <li>▪ CAT II</li> </ul>	<b>13 Hours</b>
<b>5.4 Tourism Development Plans and Management in East Africa</b>	<ul style="list-style-type: none"> <li>▪ National Tourism strategy 2013-2018 of Kenya</li> <li>▪ Kenya Vision 2030 and Tourism</li> <li>▪ Rwanda Tourism Policy Plan</li> <li>▪ Tanzania Tourism Policy Plan</li> <li>▪ Other relevant case studies</li> </ul>	<b>9 Hours</b>
<b>6. Delivery Method:</b>	<b>7. Contact Hours</b>	<b>8. Course Evaluation</b>
<ul style="list-style-type: none"> <li>▪ Lectures</li> <li>▪ &amp; participatory Discussion</li> <li>▪ Assignments &amp; Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lecture Hours – 42</li> <li>▪ Practical Hours - 0</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assignment and CATs 30%</li> <li>▪ Final written Exam <u>70%</u></li> <li>▪ <b>Total</b> <u><b>100%</b></u></li> </ul>

## 9. References:

- David L. Edgell, Sr Maria DelMastro Allen Ginger Smith Jason R. Swanson. (2008). *Tourism Policy and Planning: Yesterday, Today and Tomorrow*. Elsevier, USA
- Robert C Mill and Alastair M Morrison (2013). *The Tourism System*, 6<sup>th</sup> edition. Kendall Hunt Publishing Company
- Hall,C.M. (2008). *Tourism planning: policies, processes and relationships*. New York. Pearson/Prentice Hall.
- Yeoman, I (2012) *2050: Tomorrows Tourism*. Channelview, Bristol
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2008) Interrelationships and Classifications. In: *Tourism: Principles and Practice*, 4<sup>th</sup> Ed. Prentice Hall, Pearson Education Limited, Harlow, UK.
- Dredge, D. & Jenkins, J.M. (2007): *Tourism planning and policy*. John Wiley & Sons, Brisbane, Australia.
- Harrisom,L.C. & Husbands, W. (eds.) (2010). *Practicing responsible tourism: International case studies in tourism planning, policy and development*. Wiley
- Gunn, C .A. (2002). *Tourism planning: Basics, concepts, cases*. New York. Routledge
- Tourism Planning by Styne's and O'Halloran
- What to consider in tourism planning by Kelly
- Planning, Policy and Tourism

**10. Classroom conduct and expectations:** Professional attitudes and behaviours are expected to be practiced in class. It is what is good for everyone involved. We all have a great deal to learn, and we can do so in a cooperative, kind, supportive, non-threatening environment. You can help to make this an enjoyable course to take if you work with the rest of us to build the spirit of community. If you tend to be quiet in classes, speak up. If you tend to talk a lot, do so but encourage others' involvement as well. Continual class disruption will not be tolerated.

**11. Assignment:** Students are required to conduct a critical analysis of existing tourism policies and plan and report on the same in class. In the analysis, students should address in a summarized form different policies issues identified in the policy documents and make suggestions on how best to implement the policies and plans as well as a policy issue(s) that has been overlooked yet you think it ought to be addressed in the document. Case scenario to be considered include:

- a) National Tourism strategy 2013-2018 of Kenya
- b) Kenya Vision 2030 and Tourism
- c) Rwanda Tourism Policy Plan
- d) Tanzania Tourism Policy Plan
- e) Government Tourism Policy of UK (2011)