



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
MAIN CAMPUS**

UNIVERSITY EXAMINATION 2018

**4TH YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT**

COURSE CODE: BTM 3414

TITLE: PROJECT DEVELOPMENT & MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS:

1. This paper contains FIVE (5) questions
2. Answer question ONE and any other TWO questions
3. Write all answers in the booklet provided

QUESTION ONE

The Partnership Model and 'Pearls of Uganda'

The United States Agency for International Development designed the Sustainable Tourism in the Albertine Rift Program to improve biodiversity conservation through sustainable tourism development in the Albertine Rift of Uganda. The Partnership Model included a variety of activities, which fostered relationships amongst the private sector, community tourism enterprises (CTEs), and government and conservation organizations. These relationships increased the promotion of technical assistance to and funding for sustainable tourism and conservation in the Albertine Rift. The Partnership program helped establish 185 partnerships in support of conservation; leverage over \$2,000,000; support over 40 community enterprises in Uganda.

Required:

- a) Conduct a stakeholder analysis framework for this program (12 marks)
- b) Identify **four** risk factors and advice on the solutions that may be required by the major donor (8marks).
- c) Explain the documents that a project manager requires prior to budget planning (6 marks)
- d) Explain the key unique features of tourism development (4 marks)

QUESTION TWO

- a) Projects in International tourism are different from standard business operational activities. Discuss? (12 marks)
- b) Assess and explain the challenges that may hinder success of a touristic project (8 marks)

QUESTION THREE

- a) Using relevant examples, describe the phases of a project life cycle (12 marks)
- b) Discuss any Four principles of project management (8 marks)

QUESTION FOUR

The following information relates to a tourism project undertaken by a company. Use it to answer the question below.

ACTIVITY	A	B	C	D	E	F	G	H	I	J
Preceding activity	-	-	B	A	A	A	E	D	C,F	G,H,I
Time in months	9	10	4	10	5	9	7	8	7	8

- a) Draw a network diagram (10 marks)
- b) Identify the critical path (2 marks)
- c) Determine the project duration (2 marks)
- d) Describe any 6 responsibilities of a project manager (6 marks)

QUESTION FIVE

- a) Using relevant examples, describe the phases of a project life cycle (12 marks)
- b) Assess and explain reasons why the project team needs to evaluate tourism projects (8 marks)