



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT**  
**THIRD YEAR FIRST SEMESTER 2022/2023 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BTB 1303**

**COURSE TITLE: TOURISM POLICY AND PLANNING**

**DATE: 14/12/2022**

**SESSION: 15.00-17.00PM**

**TIME: 2.00 HOURS**

**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO questions.**
- 2. Candidates are advised NOT to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

### **QUESTION ONE (30 MARKS)**

- a. Explain the following terms with regards to tourism policy and planning:
  - i. Tourism policy. (2mks)
  - ii. Tourism planning. (2mks)
- b. Explain the essence of tourism policies and plans. (3mks)
- c. Describe any five components of tourism planning. (5mks)
- d. Consequences of poor tourism planning or lack of tourism planning. (5mks)
- e. Explain the four dimensions of tourism planning. (4mks)
- f. List any five objectives for the revised tourism policy in Kenya. (5mks)
- g. Outline the four tourism planning concerns. (4mks)

### **QUESTION TWO (20 MARKS)**

- a. There are several barriers to tourism planning and development. Analyze any ten key constraints to effectiveness of Kenya's tourism industry to play a more meaningful role in the national economy as outlined in the revised tourism policy for Kenya. (10mks)
- b. Describe any five approaches to tourism planning. (10mks)

### **QUESTION THREE (20 MARKS)**

Compare and contrast Kenya's tourism policy and that of any developed country then highlight the issues that Kenya can leverage on to better plan and develop her tourism. (20mks)

### **QUESTION FOUR (20 MARKS)**

Stakeholders are very key in ensuring the success of tourism planning and development in any destination. In view of this, identify any ten stakeholders in tourism and discuss how they impact on tourism planning and development. (20mks)

### **QUESTION FIVE (20 MARKS)**

Upon graduation you get employed in your county to be in charge of tourism planning for the county.

- a. Explain the four types of tourism planning that you may have to consider. (10mks)
- b. Outline any ten factors to consider for effective tourism planning and development. (10mks)