



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
BTM 3311 TOURISM POLICY AND PLANNING
EXAMINATION FOR FIRST SEMESTER 2018/2019 ACADEMIC YEAR

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE CARRIES 30 MARKS AND REST ARE 20 MARKS EACH

QUESTION ONE

- (a) Differentiate tourism planning from tourism policy (5 marks)
- (b) Assuming the Kenyan government has contracted your firm to come up with a Tourism Master Plan to make Kenya tourism sustainable and competitive.
 - i. Explain how you will arrive at this master plan (15 marks)
 - ii. Summarize your suggested Master Plan for the Kenya tourism industry (10 marks)

QUESTION TWO

- (a) Discuss the role of government in tourism development in Kenya (10 marks)
- (b) Briefly explain the role of private sector in tourism development in Kenya (10 marks)

QUESTION THREE

- (a) Explain the role of planning in sustainable Tourism development in Kenya (10 marks)
- (b) Why is the concept of Carrying Capacity so important in destination Management (10 marks)

QUESTION FOUR

- (a) Evaluate the impact of Tourism Act 2011 on tourism development in Kenya (10 marks)
- (b) Suggest alternative tourism policy approaches that might work for better for Kenya (10 marks)

QUESTION FIVE

“Local residents can longer be ignored in tourism planning” Discuss 20 marks