Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 422: TOURISM POLICY AND PLANNING

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

a) Define the following terms as used in the study of tourism planning and policy **(10 Marks)**
   i. Tourism
   ii. Tourism development
   iii. Stakeholders
   iv. Collaboration
   v. Tourism policy

b) List Seven areas that are addressed by the tourism policy **(7 Marks)**

c) List eight factors that prevent effective collaboration among stakeholders in tourism **(8 Marks)**

d) Elaborate the purpose of a national tourism policy **(5 Marks)**

QUESTION TWO

a) Describe the steps in the tourism planning process **(8 Marks)**

b) Describe SEVEN functions of IATA International tourism planning **(7 Marks)**

QUESTION THREE

a) Discuss the rationale for developing new national tourism policy **(10 Marks)**

b) Describe the role of the government agencies in the tourism industry **(5 Marks)**

QUESTION FOUR

a) Describe five factors that ensure successful partnership and collaboration **(10 Marks)**

b) Outline the role of Kenya tourist board as stipulated in the tourism act 2011 **(5 Marks)**

QUESTION FIVE

a) Describe five principles of sustainable tourism development to be considered in the policy making process **(10 Marks)**

b) Describe five emerging trends that are critical to the survival of the tourists industry **(5 Marks)**