



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

BTM053: TOURISM PLANNING & DEVELOPMENT

DATE: 20/12/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

- *Answer question one and any other two questions*

- 1 a) Define:-
- Qualifying the client
 - Travel itinerary
 - Tourism
 - Travel
 - Reservation (10 marks)
- b) Identify THREE levels of tourism planning (6 marks)
- c) Explain why travel insurance is important for a tourist (4 marks)
- d) Explain the importance of the following travel documents; TIM, Passports, Visas, Taxes. (10 marks)
2. A client from the USA wishes to visit the following cities and towns in Kenya. Nairobi, Kisumu, Mombasa, Nakuru and Maasai Mara.
- Plan for them the most efficient route(s) to visit all these towns.
 - Explain the steps you followed in planning the itineraries above. (10 marks)
3. a) Explain the FIVE categories of guidelines when planning itineraries (10 marks)
- b) A tourist from Mombasa to Nairobi may travel either by road or air. Explain (10 marks)

4. a) Explain FIVE resources that a travel agency needs to effectively plan travel itineraries (10 marks)
- b) Identify TEN countries in the world and their currencies (10 marks)
5. a) Outline the role of FIVE stakeholders in tourism planning (10 marks)
- b) Explain the impact that technology has had in Kenyan tourism today (10 marks)