



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM OPERATION

SHT 401: PROJECT MGT IN HOSPITALITY AND TOURISM

DATE: 29/5/2017

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

1. a) Briefly explain why community based tourism is regarded as a sustainable tourism development. (4 marks)
- b) Highlight the significance of project planning. (4 marks)
- c) Differentiate between active and passive participation as used in project management. (4 marks)
- d) Explain the approaches to project implementation (6 marks)
- e) Briefly explain the main forms of project monitoring and evaluation (6 marks)
- f) Briefly explain the importance of using a Gantt chart during project planning process. (6 marks)

SECTION B. SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION.

2. a) While the goals of community-based tourism are commendable and worthwhile to pursue. However, there are obstacles that hinder these achievement, discuss. (14 marks)
- b) Examine the key characteristics of projects
3. Before designing a project, a project manager needs to analyze the problem identified.

- a) Explain the main considerations that are observed during this process of problem identification. (10 marks)
 - b) Using a problem tree, illustrate the stages through which a project manager may analyze the problem for lack of income to community. (10 marks)
- 4.
- a) Explain the benefits of allowing local residents to participate in project ownership.
 - b) Examine the characteristics of five typologies of community participation in tourism projects.
5. The primary challenge of project management is to achieve all of the engineering project goals and objectives while honouring the preconceived constraints.
- a) Explain two major constraints to project management and suggest mitigation measures to each constraint. (6 marks)
 - b) A tourism firm has assessed the need to plan and implement an income generating project for a host community in Maasai Mara National Park. Explain the relevant stages which should be followed to achieve this endeavour (14 marks)