



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DTM 037: TOURISM PLANNING AND DEVELOPMENT

DATE: 25/4/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Briefly describe five types of Tourism Planning (5 marks)
- b) Outline five important specific benefits of carrying out National and Regional tourism planning (5 marks)
- c) Highlight five roles of public sector in a destination marketing (5 marks)
- d) Identify and describe the three approaches to Tourism development (6 marks)
- e) Enumerate the implications to improper Tourism planning (4 marks)
- f) State the activities through which the government participates in development of a tourism policy (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe the tourism planning process (10 marks)
- b) Explain the five distinct stages of tourists resort development according to Butler Model (10 marks)

QUESTION THREE (20 MARKS)

- a) Tourism policy provides guidelines within which decisions concerning tourism are made.
Explain its importance in destination management (10 marks)
- b) Explain the purpose of Tourism policy (10 marks)

QUESTION FOUR (20 MARKS)

- a) Stakeholders have a role to play in Tourism planning and management. Explain the reasons of involving public sector in Tourism planning and implementation (10 marks)
- b) Describe the benefits associated with environmental approach to Tourism development in a destination (10 marks)

QUESTION FIVE (20 MARKS)

- a) Destination growth and development is guided by a well formulated Tourism plan
Explain the Tourism planning failures under design stage (10 marks)
- b) Explain the factors considered in tourism planning (10 marks)