



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

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 & DEVELOPMENT

DATE: 27/10/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: COMPULSORY

QUESTION ONE (30 MARKS)

- a) Define the following terms as used in tourism planning and development (10 marks)
- i) Tourism planning
 - ii) Travel itinerary
 - iii) Tourism policy
 - iv) Travel
 - v) Reservation
- b) Describe three levels of tourism planning (6 marks)
- c) Describe four arguments for tourism development (4 marks)
- d) Explain the importance of the following travel documents;
- i) TIM
 - ii) Visa
 - iii) Passport
 - iv) Insurance
- (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Explain the steps involved in tourism product development (10 marks)
- b) Explain the impact that technology has had in Kenyan tourism today (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain five positive impacts of tourism in Kenya (10 marks)
- b) Analyze the destination life cycle process (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five emerging trends in tourism planning and development (10 marks)
- b) Identify ten countries in the world and their currencies (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the role of stakeholders in tourism planning (10 marks)
- b) Explain five approaches used in tourism planning (10 marks)