



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES & AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 129

**COURSE TITLE: TOURISM POLICY AND
PLANNING**

DATE: 15/12/2023

TIME: 1100-1300 HRS

Instructions:

Answer ALL questions in section A and any other TWO in section B.

SECTION A

1. Define the following terms: -
 - a. Tourism policy (2mrks)
 - b. Tourism Planning (2mrks)
 - c. Tourism policy and planning (2mrks)
2. List any four sources of tourism policy (4 mrks)
3. Outline **any five** features of a sound tourism policy document (5 mrks).
4. Explain the significance of tourism and planning (5 mrks)
5. Briefly outline and explain key areas that have to be addressed by a Tourism Plan & Policy within Maasai Mara as a tourism destination (10mrks)
6. Explain tourism policy formulation process (10 mrks)

SECTION B

7. Discuss the roles of stakeholders in tourism development (15 mrks)
8. Discuss the levels in tourism planning (15mrks)
9. Discuss the tourism planning process. (15 mrks)

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