



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/ 2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM &
HOSPITALITY
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT.**

**COURSE CODE: NDTW 129
COURSE TITLE: TOURISM POLICY AND
PLANNING**

DATE: 2ND DECEMBER, 2022

TIME: 1430-1630

Instructions

Answer all questions in Section A and any other three in Section B

SECTION A: Answer **ALL** questions in this section.

- 1)
 - a) Define tourism policy (2 marks)
 - b) List sources of tourism policy (3 marks)
- 2) Highlight tourism policy formulation process (5 marks)
- 3) What are the components of a master plan (5 marks)?
- 4) Explain the importance of tourism planning (5 marks)
- 5) Identify and explain areas addressed by tourism policy (10 marks)

*SECTION B: Answer **ONLY TWO** questions in this section*

- 6) Describe the levels of tourism planning (20 marks)
- 7) Discuss tourism planning process (20 marks)
- 8) As the Cabinet Secretary for tourism and wildlife in Kenya, discuss on how to deal with challenges of the emerging issues in regards to tourism policy and planning (20 marks)

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