



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR END OF SEMESTER EXAM

SCHOOL OF TOURISM AND NATURAL RESOURCES MANAGEMENT DIPLOMA SECOND YEAR FIRST SEMESTER

COURSE CODE: NDTW 129

COURSE TITLE: TOURISM POLICY AND PLANNING

DATE: 4TH DECEMBER 2018

TIME: 8:30 AM - 10:30 AM

Instructions to Candidates

Answer **ALL** questions in section A and any other **THREE** in section B

SECTION A: ANSWER ALL QUESTIONS (25MKS)

1.

- a) Define the following terms
 - i) Policy (1mark)
 - ii) Tourism policy (2marks)
 - iii) Plan (1mark)
 - iv) Planning (1mark)
 - v) Sustainable tourism planning (2marks)
- b) Explain three goals of sustainable tourism development (6 marks)
- c) List and explain the various stakeholders involved in tourism policy and planning (6 marks)
- d) Discuss the concept of tourism sustainability and the main characteristics (6 marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

- 2. Explain various ways National Tourism Administrations can use to achieve a tourism policy (15 marks)
- 3.
 - a) Define tourism planning (1 mark)
 - b) State any four levels of sustainable tourism planning (2 marks)
 - c) Explain different types of planning in tourism (12 marks)
- 4. There are several important specific benefits of undertaking national and regional tourism planning, explain 10 advantages of tourism planning (15 marks)
- 5. Explain new challenges in a dynamic destination that require tourism planning (15 marks)

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