



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM**

**DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM  
MANAGEMENT**

**UNIVERSITY ORDINARY EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF  
SCIENCE IN HOSPITALITY MANAGEMENT**

**HTH 711 – SUSTAINABLE TOURISM POLICY, PLANNING AND  
MANAGEMENT**

**DURATION: 2 HOURS**

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer any Four Questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (25 MARKS)**

- a. Citing any relevant examples analyse tourism industry as an economic development tool for a country. (20marks)
- b. Cite five objectives of developing a tourism policy (5marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (25 MARKS)**

Using Kenya’s National Tourism Policy, describe

- i. The key components of a tourism policy
- ii. The process of formulating a national tourism policy (25marks)

**QUESTION THREE (25 MARKS)**

- a. Using Kenya as a case study, differentiate the focus of tourism planning at different levels of the destination. (25marks)

**QUESTION FOUR (25 MARKS)**

The overall goal of tourism planning is to ensure that the destination development is sustainable. Discuss this statement using the Triple Bottom-line Approach. (25marks)

**QUESTION FIVE (25 MARKS)**

Describe the steps of a Generic tourism planning approach, showing how you would apply this in a country within Kenya. (25marks)