



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN HOSPITALITY
MANAGEMENT

MAIN CAMPUS

SEH 804: TOURISM POLICY PLANNING AND
MANAGEMENT

Date: 11th January, 2015

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.

SEH 804: TOURISM POLICY PLANNING AND MANAGEMENT

Instructions to candidates: Write legibly. Answer a total of four questions. Question 1 is compulsory.

Question 1

The Delphi technique is a widely used and accepted method of gathering data. In view of this:

- i. Discuss the objectives that the technique is meant to achieve from a tourism planning perspective (5 marks).
- ii. Critically discuss the Delphi process clearly indicating its strengths and weaknesses with respect to tourist policy planning (10 marks).

Question 2

- i. Discuss the stakeholder theory (7 marks)
- ii. As a tourism planner, it is important to consider the interests or perspectives of the different stakeholder groups as defined by the roles which they serve with regard to the particular development initiative. Considering that you are planning for tourism in Kit Mikayi, region, Kisumu County, explain giving reasons the nature of stakeholders that you need to involve to successfully plan for tourism in the area (8 marks).

Question 3

Assuming that you are appointed by the World Bank regional office in Kenya to analyse the current tourism policy using Strategic Environmental Assessment, discuss the policy areas that you would recommend for improvement. (15 marks)

Question 4

The East African Community has over the last five years been working on modalities of integration in various areas such as customs, monetary and most recently tourism. Assuming that you have been contracted by the Community secretariat in Arusha as a policy expert to fast track the integration of tourism in the region, identify and discuss policy areas within the partner countries that you need to work on so as to achieve tourism integration. (15 marks)

Question 5

Although the eco-rating scheme is more of a voluntary initiative rather than a policy prescription for sustainable tourism in Kenya, it is nevertheless one of the prominent achievements by the tourism private sector. In view of this, discuss the eco-rating scheme clearly stating the benefits of subscribing to such an accreditation system. (15 marks)