



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 404

COURSE TITLE: TOURISM PLANNING AND DEVELOPMENT

DATE: 3 APRIL 2017

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A IS COMPULSORY [40 MARKS]

Question 1

Gulf Stream Tours

Kirsty Brown and her partner Colin Graham have set up a company called Gulf Stream Tours which organises holidays on the west coast of Scotland for people interested in wildlife. Kirsty and Colin have produced a glossy brochure distributed through various agencies both at home and abroad. The holidays offered in the brochure include accommodation at a number of 4 star rated hotels, coach transport and ferry travel wherever appropriate. Flights can be arranged from the holidaymakers' departure airport to Glasgow airport.

Jeff and Patricia Thomas are keen birdwatchers who live in New York and are interested in pursuing their hobby. They have booked a holiday in Scotland through their local agency, Happy Hols.

Three months later they arrive at Glasgow airport on a scheduled Continental flight from Newark. They are met by a Gulf Stream courier who explains to them that she will be accompanying them throughout their stay in Scotland. The next day they will meet an expert on wildlife who will provide them with specialist knowledge on the local birdlife.

Source: Author, 2017

N.B. Use the case study above to answer question 1[a & b]

- a) ...Jeff and Patricia Thomas are keen birdwatchers who live in New York and are interested in pursuing their hobby. For their holiday to be a success, they need to have planned in advance. In line with the afore mentioned, discuss **FIVE** benefit they may realize if they plan in advance. **[10]**
- b) ...Kristy Brown and her partner Colin Graham have set up a company called Gulf Stream Tours which organizes holidays on the west coast of Scotland for people interested in wildlife. For the success of this company, the owners should consider long term than short term plan. Analyze. **[10]**
- c) You have been given a chance to offer training at the County Government level on "Good Tourism Planning". Discuss **FIVE** features you may consider in your discussion. **[10]**
- d) Analyze **FIVE** impacts that the physical factors may play in the development of various types of tourism products in your sub county. **[10]**

SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS [60 MARKS]

Question 2

- a) Explain **FIVE** factors you may consider for the development of accessible travel and tourism in your county. [10]
- b) Given an opportunity to work for the Ministry of Tourism, discuss **FIVE** areas that a tourism policy may address. [10]

Question 3

- a) Explain the tourism planning process as a tool for destination development. [10]
- b) Using the Bulter model of tourist resort development, clearly illustrate how you would enhance the current development of Nairobi safari walk. [10]

Question 4

- a) Explain **FIVE** reasons why you would consider cost benefit approach for tourism development in your area over other approaches. [10]
- b) Discuss **FIVE** roles of a Destination Manager in the development of Nairobi museum. [10]

Question 5

- a) Explain **FIVE** major approaches to sustainable destination development in Masaai Mara game reserve. [10]
- b) Discuss **FIVE** measures that tourism organizations may put in place to ensure workforce development within the tourism industry. [10]