



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS SEPTEMBER - DECEMBER 2021 SEMESTER**

### **DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT**

**COURSE CODE: DTTM 026**

**COURSE TITLE: EMERGING ISSUES IN TOURISM  
MANAGEMENT**

**DATE: 16 NOVEMBER 2021**

**TIME: 11.30 AM - 2.30 PM**

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#### **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: COMPULSORY**

### **Case study.**

The newly created ministry of tourism, sports and culture in Uganda set out to develop a number of new directions for Ugandan tourism. They set out a strategy which identified five key areas for action in order to improve performance of industry against a decline in international arrivals as the effective use of information technology, better marketing, and high standards of quality, higher standard of service and development of skills base of tourism employees.

The ministry had prior destination visit, and concluded a customer comes first and tourism makes a vital contribution to economic growth. These further developed three specific priorities: brands and products, to develop a better stronger market place based on identified brands to meet customer's needs. To improve the customer focus to drive forward quality standards, as well as develop new products and services.

**Source: Lecturer**

### **Question One**

In reference to the above case study, answer questions 1(a and b) below.

- a) State and explain the lessons Kenya Tourism board of Kenya can put across in order to improve destination sites **[10 Marks]**
- b) Highlight the qualities a graduate student interested to in tourism sector should posses **[10 Marks]**
- c) You have been employed by the Tourism board of Kenya in assisting them to prepare tourism strategies. Elaborate **[10 Marks]**
- d) Define the role of stakeholders in the tourism sector **[10 Marks]**

## **SECTION B: ANSWER ANY OTHER THREE QUESTIONS**

### **Question Two**

- a) State and explain the factors affecting Tourism Industry in Kenya **[10 Marks]**
- b) What are the impacts of Covid-19 towards tourism and hospitality fraternity? **[10 Marks]**

### **Question Three**

- a) By citing relevant examples, define the term sustainable tourism **[4 Marks]**
- b) Discuss at least THREE pillars of sustainable tourism **[6 Marks]**
- c) Tourism is the fastest growing industry in Kenya. Highlight at least FIVE emerging trends in this industry **[10 Marks]**

#### **Question Four**

- a) Define the term MICE, and state its importance in both Hospitality and Tourism at large  
[10 Marks]
- b) State and discuss the challenges facing the Kenya tourism board sector in Kenya [10 Marks]

#### **Question Five**

- a) Analyze FIVE reasons why Kenya Tourism Board and Ministry of Tourism should embark in conducting market research exercises  
[5 Marks]
- b) For tourism industry to be in line with vision 2030, it has to ensure workable policies. Outline the policies you may propose for the success of the tourism industry  
[15 Marks]