INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 3/SEMESTER 1
COURSE CODE: BTHM 3101
NAME: TOURISM PLANNING AND POLICY DEVELOPMENT

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

compulsory

Question 1:

Tourism planning is concerned with: tourism policy; infrastructure facilities and a physical structure plan which includes important tourist attractions, selected tourism development regions, international entry points, facilities, and services.

It is also concerned with: the amount, kinds, and quality of accommodation and other required tourist facilities and services; the important tour routes in the country and their regional connections; tourism organizational entitles, laws and investment policies; tourism marketing strategies and promotion; education and training programs and environmental, economic, and socio-cultural analysis. Based on the above;

a. Explain the term tourism planning (4 marks)

b. Thoroughly discuss the importance of tourism planning (16 marks)

c. Analyze the different stakeholders involved in tourism planning (10 marks)

d. Discuss the barriers to tourism planning (10 marks)

Question 2:

a.A chance guest (without prior knowledge about Across the Nile hotel) has walked into your hotel with very high expectations of first class service. Describe how as a tourism and hospitality professional you can engage him or her at the first sight, including but not limited

to giving him or her an overview of the establishment services and activities that will influence him or her stay. (10 marks)

b. Discuss how you can integrate hospitality into tourism (10 marks)

c. As a tourism planning officer, explain how you can turn this place into a tourism destination. (10 marks)

d. Analyze the challenges you would face in the above venture(10 marks)

SECTION B

Attempt three questions

Question 1:

a. Community-based tourism initiatives in East Africa are of significant importance for several reasons, contributing to sustainable development, poverty alleviation, cultural preservation, and environmental conservation. Analyze the importance of these initiatives (10 marks)

b. Sustainable tourism in the context of East Africa refers to a responsible and environmentally conscious approach to tourism development and management in the East African region. It aims to maximize the positive impacts of tourism while minimizing its negative effects on the environment, culture, and local communities. Examine the key elements and considerations that define sustainable tourism in East Africa (10 marks)

Question 2:

a. Discuss six roles of local governments in achieving tourism development in Uganda (12 marks)

b. Explain the challenges to tourism planning in Uganda (8 marks)

Question 3:

a. Examine the nature and importance of tourism policy in sustainable development of any destination (10 marks)

b. Describe the different ways in which policy can be linked to the development goals of a destination

Question 4:

a. Uganda's commitment to attracting tourism investments is manifested through a spectrum of incentives meticulously designed to stimulate private sector participation Discuss (10 marks)

Uganda tourism sector has diverse investment opportunities. Discuss (10 marks)

Question 5:

a. Explain the negative impacts of tourism (10 marks)

b. As a tourism and hospitality expert, discuss how you can utilize the economic impacts to solve Uganda's financial burdens (10 marks)

Question 6:

The stages of the tourism product life cycle are explained considering "destination" as a tourism product, as without a destination tourism cannot take place and is one of the most important tourism product. Explain the stages of the product life cycle

(20 marks)

Question 7:

a. Failure to have planning has long term impacts that may not be easily realized. As a tourism student, justify the need for tourism planning (10 marks)

b. Thoroughly discuss how tourism can affect the sociocultural way of the destination (10 marks)

Question 8:

a. Discuss the barriers associated with tourism planning in developed countries (10 marks)

b. Tourism planning is a crucial aspect of destination management, as it involves the creation of a strategic plan that guides the developmen t and marketing of a tourist destination. This can only be achieved by following clear principles, Discuss (10 arks)

Question 9:

a.Thoroughly investigate a comparative analysis of East African countries tourism planning (Uganda, Kenya, Tanzania and Rwanda)

b. How has regional cooperation been integrated in tourism development of East Africa (10 marks)

Question 10:

a Discuss the opportunities that would be realized in case of harmonized tourism planning in East Africa as a region (10 marks)

b. Analyze the challenges that would hinder harmonized tourism planning in the east African region (10 marks)

Question 11:

Sustainable tourism in the context of East Africa encompasses various strategies aimed at conserving natural resources, empo wering local communities, minimizing environmental impacts, and preserving cultural heritage. By adopting these principles, East Africa can continue to attract tourists while safeguarding it s unique ecosystems and benefiting its people.In line with the above, explain he elements and considerations that define sustainable tourism in the context of east Africa (20 marks)

Question 12:

a. East African governments have played a major roles in promoting tourism development. Discuss (10 marks)

b. In a bid to promote tourism, East African countries have specific policies that may impact on tourism development. Discuss.(10 marks)