



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**IBP DECEMBER 2011 SESSION EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE**

HTM 400: PROJECT MANAGEMENT IN HOSPITALITY AND TOURISM

DATE: Thursday, 3rd May, 2012

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS:

This paper contains TWO questions, Section A is compulsory, answer any TWO questions in section B.

SECTION A: COMPULSORY

1. Define Community Based Tourism (CBT) (2 marks)
2. Outline any Guidelines & Principles of designing a community based tourism project. (6 marks)
3. State the SIX characteristics that define rural community tourism. (6 marks)
4. A stakeholder by definition is any party in the project or its outcome. Stated differently, it is any interested party in the project or its outcome.
 - (a) Citing examples, differentiate between primary and secondary stakeholders. (12 marks)
 - (b) How can Stakeholders Interests be measured in community based tourism projects? (4 marks)

SECTION B: ANSWER ANY TWO QUESTIONS

5. Briefly explain the steps involved in designing CBT projects. (20 marks)
6. There are a wide range of reasons given for identifying particular CBT initiatives as successful. Discuss any FIVE factors that determine the success of CBTs. (20 marks)
7. Discuss the four main critical factors in CBT project management. (20 marks)

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