

1. (a) Explain **five** monitoring roles of the central government in tourism planning and development. (10 marks)
- (b) Outline **five** economic policies that may affect tourism development in Kenya. (10 marks)
2. (a) Explain **five** measures that may be undertaken to avoid undesirable tourism development in a destination. (10 marks)
- (b) Outline the role of the World Tourism Organization (WTO). (10 marks)
3. (a) Describe **five** tourism support services that managers should put into consideration when planning for the establishment of a new tourist destination. (10 marks)
- (b) Outline the purpose of research in tourism planning. (10 marks)
4. (a) Explain **five** ways in which the private sector may promote high quality service standards in the tourism industry. (10 marks)
- (b) Outline **five** issues to be addressed when conducting a comprehensive tourism destination audit. (10 marks)
5. (a) Stakeholders contribute significantly in planning and development of the tourism industry in Kenya. Outline the roles of non-governmental organizations in tourism policy implementation. (10 marks)
- (b) Highlight **five** activities that may be undertaken during the analytical phase of the tourism policy formulation process. (10 marks)
6. (a) Describe **five** approaches that may be used in tourism planning. (10 marks)
- (b) Explain the benefits of planning knowledge to students of tourism. (10 marks)
7. (a) Outline **five** elements of sustainable tourism planning. (10 marks)
- (b) Explain the importance of tourism policy in addressing issues related to optimization of the tourism resource. (10 marks)