

1. (a) Outline **four** criteria that can be used in evaluating tourism planning and policy instruments. (8 marks)
- (b) Explain **six** areas that a tourism-oriented bilateral agreement should focus on to ensure sustainable tourism development. (12 marks)
- ✓ 2. (a) Describe the logical sequence of formulating an appropriate tourism plan. (12 marks)
- (b) Identify **four** benefits that are associated with an appropriate tourism policy. (8 marks)
3. (a) Outline **four** broad approaches of public tourism planning. (8 marks)
- (b) Explain **six** benefits that are associated with a good tourism plan for a destination. (12 marks)
4. (a) Identify **five** steps that are characteristic with integrated tourism planning process. (10 marks)
- (b) Explain **five** ways in which the national government is involved in tourism development. (10 marks)
5. (a) Describe **five** contents of a tourism policy document applicable to a destination. (10 marks)
- (b) Identify **five** ways in which the public can be informed about tourism undertakings by the government at the local level. (10 marks)
6. (a) Identify **four** activities that should constitute the implementation phase of a tourism policy. (8 marks)
- (b) The department of Tourism has the mandate of facilitating tourism development. Describe **six** types of tourism planning which it can embrace in order to be successful. (12 marks)
7. (a) Explain **six** steps that can be considered when undertaking a stakeholders audit for tourism development activities. (12 marks)
- (b) Outline **four** reasons for regulating the tourism activities in a destination. (8 marks)

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