

2912/302

TOURISM POLICY AND PLANNING

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN TOURISM MANAGEMENT

MODULE III

TOURISM POLICY AND PLANNING

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Describe **five** legislations that directly affect the operations of the tourism industry in Kenya. (10 marks)
- (b) Explain **five** ways the national government may stimulate tourism development in Kenya. (10 marks)
- ✓ (a) Outline **five** ways in which tourism policy and planning may help maximise the benefits of tourism in a destination. (10 marks)
- (b) Tourism planning is a complex activity due to the nature of the industry products. Explain **five** unique characteristics of these products. (10 marks)
- ✓ (a) Research is a continuous activity in tourism planning and development. Outline **five** reasons for county governments to involve themselves in tourism research. (10 marks)
- (b) Explain **five** consequences of not taking into consideration the impact of tourism on the local community when planning. (10 marks)
4. (a) The Kenya Tourism Development Corporation (KTDC) was established to perform certain functions in the tourism industry. Explain **five** such functions. (10 marks)
- (b) Funding tourism development remains a major challenge in developing countries. Suggest **five** ways that destinations may overcome this challenge. (10 marks)
- ✓ (a) Tourism planning is undertaken at different levels. Explain **five** negative factors that may affect the development of effective plans at the county level. (10 marks)
- (b) Describe **five** indicators of poor physical planning in a tourism destination. (10 marks)
- ✓ (a) Objectives formulation is a critical step in the tourism planning process. Outline **five** guidelines that a tourism planner should follow when setting these objectives. (10 marks)
- (b) Tourism planning at national level forms the foundation of tourism development at subsequent levels. Explain **five** elements of tourism planning at the national level. (10 marks)
- ✓ (a) Tourists have certain responsibilities when interacting with difference stakeholders in a destination. Explain **five** such responsibilities. (10 marks)
- (b) A good tourism destination policy should possess certain features. Describe **five** such features. (10 marks)

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