

2912/302  
TOURISM POLICY  
AND PLANNING  
November 2022  
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) Outline **six** regulations that should be observed when visiting a wildlife conservation area. (12 marks)
- (b) Suggest **four** ways in which donors can support tourism development in a destination. (8 marks)
2. (a) Explain **five** measures that should be taken to resolve land use conflict between local communities and wildlife around conservation areas. (10 marks)
- (b) Outline **five** positive socio-cultural effects of tourism in a country. (10 marks)
3. (a) Explain **five** challenges likely to be faced while carrying out a survey during the process of tourism planning. (10 marks)
- (b) Describe **five** methods that can be used in training and development of employees in the tourism industry. (10 marks)
4. (a) Explain **six** challenges faced by county governments in tourism development in Kenya. (12 marks)
- (b) Explain **four** reasons that justify the use of indigenous knowledge in tourism planning. (8 marks)
5. (a) Suggest **six** strategies that can be adopted to enhance the public private partnerships (PPPs) in tourism development. (12 marks)
- (b) Describe **four** ways of collecting data to be used in tourism planning. (8 marks)
6. (a) Explain **five** reasons that may account for the low involvement of some stakeholders in policy making in the tourism sector. (10 marks)
- (b) Suggest **five** measures that should be taken to ensure employee retention in the tourism sector. (10 marks)
7. (a) Explain **five** factors that should be considered when considering a tourism project in a destination. (10 marks)
- (b) Outline **five** measures that may be taken to deal with fire outbreaks in wildlife protected areas. (10 marks)

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