

2912/306
TOURISM PRODUCT
DEVELOPMENT
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT

MODULE III

TOURISM PRODUCT DEVELOPMENT

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
All questions carry equal marks.
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) Explain **four** factors that limit women from engaging in tourism related travel. (8 marks)
- (b) Outline **six** benefits of domestic tourism development in Kenya. (12 marks)
2. (a) Suggest **five** ways in which event tourism may be improved in a destination. (10 marks)
- (b) Explain **five** strategies that may be put in place to improve on the quality of marine tourism products. (10 marks)
3. (a) Outline **five** roles of tour operators in tourism product development. (10 marks)
- (b) Suggest **five** ways in which county governments can develop domestic tourism in Kenya. (10 marks)
4. (a) Explain **five** challenges faced in conference tourism product development in a destination. (10 marks)
- (b) Outline **five** types of tourism products related to agricultural activities. (10 marks)
5. (a) Outline **five** measures that should be put in place to ensure sustainable sport hunting activities in a destination. (10 marks)
- (b) Explain **five** environmental challenges caused by tourist related activities during the wildebeest crossing in the Maasai Mara game reserve. (10 marks)
6. (a) Explain **five** factors that are likely to influence the demand of a tourism product in a destination. (10 marks)
- (b) Suggest **five** ways that can be used to enhance the security of tourists visiting the Northern Tourist Circuit of Kenya. (10 marks)
7. (a) Explain **four** reasons why boda boda motorbikes may not be suitable as tourist means of transport. (8 marks)
- (b) Outline **six** types of data likely to be collected during a customer needs survey in a destination. (12 marks)

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