

Name: \_\_\_\_\_ Index No. \_\_\_\_\_ / \_\_\_\_\_

2912/302

TOURISM POLICY AND PLANNING

November 2015

Time: 3 hours

Candidate's Signature: \_\_\_\_\_

Date: \_\_\_\_\_



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN TOURISM MANAGEMENT  
MODULE III**

TOURISM POLICY AND PLANNING

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Write your name and index number in the spaces provided above.*

*Sign and write the date of the examination in the spaces provided above.*

*This paper consists of **SEVEN** questions.*

*Answer any **FIVE** questions in the spaces provided in this question paper.*

*Maximum marks for each part of a question are as shown.*

*Do **NOT** remove any pages from this question paper.*

*Candidates should answer the questions in English.*

**For Examiner's Use Only**

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

**This paper consists of 16 printed pages.**

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

1. (a) Explain **five** ecological needs for the formulation of a tourism policy. (10 marks)  
(b) Outline **five** roles played by training institutions in the development of the tourism industry. (10 marks)
2. (a) Explain **six** challenges experienced by a tourism investor while conducting site planning. (12 marks)  
(b) Outline **four** natural factors that can affect tourism planning at a destination. (8 marks)
3. (a) Explain **six** components of a destination that are addressed by a tourism policy. (12 marks)  
(b) Identify **four** types of carrying capacity that guide in the formulation of a tourism policy in a destination. (8 marks)
4. (a) Identify **six** community based projects that can be undertaken by the local community in a destination to generate revenue from tourism. (12 marks)  
(b) Discuss **four** reasons why Kenya tourism business has remained stagnant despite the progressive policy and planning undertaken for the industry. (8 marks)
5. (a) Effective tourism planning process requires collection of relevant information and data. Identify **five** tools of data and information gathering that could be used for such a process. (10 marks)  
(b) Outline **five** roles of the Tourism Regulatory Authority in regulating the conduct of tourism business and activities in Kenya. (10 marks)
6. (a) Identify **four** land use policies that can be applied in a destination to support tourism activities. (8 marks)  
(b) Outline **six** roles that the National Government can play in facilitating development of tourism infrastructure. (12 marks)
7. (a) Explain **five** ways in which tourists as stakeholders can facilitate sustainable tourism development in a destination. (10 marks)  
(b) Identify **five** infrastructure projects that have been initiated in Kenya in the last ten years which are likely to boost the tourism industry. (10 marks)