

1. (a) Highlight **four** ways in which knowledge of tourism product development can be used by managers to improve profitability of the tourism business. (8 marks)
- (b) The Kenyan government is spending a lot of money on tourism product development. Outline the anticipated social-cultural benefits that are likely to be derived from such efforts. (12 marks)
2. (a) Describe **five** requirements for the success of a tourist destination. (10 marks)
- (b) Explain **five** economic factors that may affect the demand for tourism products in Kenya. (10 marks)
3. (a) Seasonality is a challenge in the growth and development of the tourism industry in Kenya. Outline **four** effects of seasonality. (8 marks)
- (b) Kenya relies heavily on wildlife based tourism. Describe six other forms of tourism products that may be developed to supplement the wildlife based tourism. (12 marks)
4. (a) Highlight **six** features of a good accommodation facility. (12 marks)
- (b) Tourism product development in Kenya may have many constraints. Highlight any **four** of them. (8 marks)
5. (a) Outline **five** advantages of partnerships in tourism product development initiatives. (10 marks)
- (b) You have been appointed the County Cabinet Secretary for Tourism in County X which needs to develop its tourism products. Highlight **five** considerations that you would make to achieve this objective. (10 marks)
6. (a) Explain **six** factors that account for the changes in world tourism since the end of the Second World War. (12 marks)
- (b) Highlight **four** dimensions of tourism service quality. (8 marks)
7. (a) Transport is a key component of the tourism product. Explain **five** considerations in transport that may enhance the quality of the tourism product. (10 marks)
- (b) Describe **five** measures that the Kenyan government has taken to popularize domestic tourism. (10 marks)