

- ✓ 1. (a) Explain **five** goals of tourism product development. (10 marks)
- (b) Changa Motor intends to put up a tourists lodge in Kwetu forest. Outline **five** negative environmental impacts that this tourist lodge will cause. (10 marks)
2. (a) Identify **five** marketing strategies that can be used to market tourism products in a destination. (10 marks)
- (b) Describe **five** strategies that can be adopted to improve domestic tourism in Kenya. (10 marks)
- ✓ 3. (a) Discuss **five** ways in which domestic air transport can be enhanced in Kenya. (10 marks)
- (b) Discuss **five** possible sources of funds for promoting tourism product development in Kenya. (10 marks)
- ✓ 4. (a) Outline **five** leisure and recreational activities a tourist may undertake in a destination. (10 marks)
- (b) Discuss **five** positive economic impacts of domestic tourism development. (10 marks)
- ✓ 5. (a) Outline **five** factors to consider when establishing a restaurant facility. (10 marks)
- (b) Identify **five** cultural activities that may be exhibited during cultural festivals. (10 marks)
- ✓ 6. (a) Discuss **five** factors which influence supply of tourism products. (10 marks)
- (b) Explain **five** rules and regulations that should be observed when visiting a national park. (10 marks)
7. (a) Mvumilivu community intends to partner with multinational chain of hotels to construct a tourist lodge. Outline **five** benefits the community will gain from the project. (10 marks)
- (b) Discuss **five** types of events that may be developed as tourism products in Kenya. (10 marks)

THIS IS THE LAST PRINTED PAGE.