

Name _____ Index No. _____ / _____

2912/306

Candidate's Signature _____

TOURISM PRODUCT DEVELOPMENT

November 2015

Date _____

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN TOURISM MANAGEMENT
MODULE III**

TOURISM PRODUCT DEVELOPMENT

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

All questions carry equal marks.

*Do **NOT** remove any page 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) Identify **five** stakeholders involved in tourism product development in a destination. (10 marks)
- (b) Explain **five** negative economic effects of domestic tourism development in a destination. (10 marks)
2. (a) You have been appointed as a planner of an upcoming cultural and festival event. Outline **five** components of culture you are likely to exhibit. (10 marks)
- (b) Explain the benefits that may accrue to students through undertaking industrial attachment and internship necessary in managing tourism products. (10 marks)
3. (a) Describe **five** business practices that are characteristic of Low Cost Carriers (LCCs) common in short haul tourist travel. (10 marks)
- (b) Outline **five** factors that have contributed to the popularity of Meetings Incentives Convention and Exhibitions (MICE) tourism in Kenya. (10 marks)
4. (a) Explain **five** factors that influence tourism product demand in a destination. (10 marks)
- (b) Outline **five** roles of county governments as stakeholders in tourism development in Kenya. (10 marks)
5. (a) Explain **five** strategies that can be adopted in promoting domestic tourism development in Kenya. (10 marks)
- (b) Outline **five** benefits of engaging in partnership among various stakeholders in the tourism industry. (10 marks)
6. (a) Identify **five** ways in which Information Communication Technology (ICT) is affecting operations in the tourism industry. (10 marks)
- (b) Explain **five** factors that hindered the growth of travel and tourism in the late 19th Century in East Africa. (10 marks)
7. (a) Outline **six** positive socio-cultural effects of domestic tourism development in Kenya. (12 marks)
- (b) Identify **four** components of the tourism product in a destination. (8 marks)