

2912/306

**TOURISM PRODUCT
DEVELOPMENT**

July 2019

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.

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 **five** challenges that were encountered during early travel for trade in East Africa. (10 marks)
- (b) Explain **five** uses of social media in enhancing the consumption of tourism products. (10 marks)
2. (a) Explain **five** advantages of using the Standard Gauge Railway (SGR) as a means of tourist transport in Kenya. (10 marks)
- (b) Explain **five** factors that may discourage an investor from taking a bank loan to finance tourism product development. (10 marks)
3. (a) Explain **five** techniques likely to be used to promote tourism products in a destination. (10 marks)
- (b) Explain **five** social benefits of engaging in domestic tourism in a country. (10 marks)
4. (a) Describe **six** types of events likely to be organized in a given destination. (12 marks)
- (b) Suggest **four** ways in which mobile phones may be used to enhance tourism product consumption in Kenya. (8 marks)
5. (a) Explain **four** reasons that may have led to the ban of sport hunting in Kenya. (8 marks)
- (b) Describe **six** roles of the government in managing tourism product development in Kenya. (12 marks)
6. (a) Explain **four** benefits of tourism product innovation in a destination. (8 marks)
- (b) Explain **six** factors that have influenced domestic tourism development in Kenya. (12 marks)
7. (a) Explain **five** advantages of carrying out market research for tourism product development. (10 marks)
- (b) Explain **five** factors that should be considered when promoting homestays as a form of tourist accommodation in a destination. (10 marks)

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