



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN URBAN & REGIONAL
PLANNING WITH INFORMATION TECHNOLOGY
(CITY CAMPUS)

NPL 406: PLANNING FOR TOURISM

Date: 26th November, 2013

Time: 9.00 - 11.00 a.m.

INSTRUCTIONS:

- **Answer Question ONE and any other TWO questions.**

NPL – 406 PLANNING FOR TOURISM (CITY CAMPUS)

Answer questions **one (1)** and any other **two (2)**.

1. Discuss the following:
 - a) Basic approaches in the study of tourism. **(10 marks)**
 - b) Components of tourism attractions for planning purposes. **(10 marks)**
 - c) Types of measurements used in tourism research. **(10 marks)**
2. Explain the importance of local community participation in tourism planning. **(20 marks)**
3. Examine the evolution of tourism in Kenya and explain the reasons behind the changes **(20 marks)**
4. Explain the tourism planning process. **(20 marks)**
5. Discuss principles of Integrated Quality Management of tourist destinations. **(20 marks)**
6. Discuss the impact of tourism on the environment and suggest possible mitigation measures. **(20 marks)**