



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE  
DEGREE OF BACHELOR OF ARTS IN URBAN AND REGIONAL  
PLANNING WITH INFORMATION TECHNOLOGY**

**CITY CAMPUS**

**PUR 415: PLANNING FOR TOURISM**

Date: 21<sup>st</sup> April, 2016

Time: 2.00 - 4.00pm

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**INSTRUCTIONS:**

- **Answer Question ONE (Compulsory) and any other TWO Questions.**



1. Briefly discuss the following;
  - a. Disciplinary approaches to the study of Tourism. **(10 marks)**
  - b. Role of government in the development of Tourism. **(10 marks)**
  - c. Economic costs of tourism. **(10 marks)**
2. Discuss any five (5) global tourism issues currently affecting tourism development. **(20 marks)**
3. Discuss the following typologies as applied in tourism planning process;
  - a. Demand. **(10 marks)**
  - b. Supply. **(10 marks)**
4. Explain guidelines to ensure cultural and local sustainability of tourism in Kenya. **(20 marks)**
5. Examine the economic benefits of tourism planning and development in an economy. **( 20 marks)**
6. Discuss how tourism industry contributes to conservation. **(20 marks).**