



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS –REGULAR

PUR 415: PLANNING FOR TOURISM

Date: 16th February, 2018

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



PUR 415- PLANNING FOR TOURISM (CITY CAMPUS)

Answer question **one (1)** and any other **two** questions

1. Briefly discuss the following;
 - a. Spatial planning process for tourism **(10 marks)**
 - b. Principles that guide tourism planning **(10 marks)**
 - c. Demand and supply typologies in tourism planning. **(10 marks)**

2. Examine the role of government in the development of tourism in Kenya.**(20 marks)**

3. Explain the benefits of undertaking national and regional tourism planning. **(20 marks).**

4. Examine the multiplier effect of tourism operation and management on an area. **(20 marks)**

5. Explain the following;
 - a. The nature of socio cultural impacts of tourism **(10 marks)**
 - b. Range and context of socio cultural impacts of tourism **(10 marks)**

6. Discuss any five (5) policy issues that will face future World Tourism that need redress to ensure economic prosperity and sustainability of tourism **(20 marks)**