



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE

(TOURISM MANAGEMENT)

MTS 503: TOURISM PLANNING AND DEVELOPMENT

=====

DATE: FRIDAY 19TH FEBRUARY 2010

TIME: 9.00 A.M. – 12.00 NOON

=====

INSTRUCTIONS

Answer **any FOUR** Questions.

1. Describe the nature of Tourism Marketing and what it studies.
2. Critically, examine the tourism products and their risks.
3. Explain the importance of marketing planning as an organizations management activities.
4. Identify any two promotional techniques and discuss how they are significant in tourism industry.
5. Using site examples describe the market research approaches (or processes)
6. Explain the following:-
 - a) Excellent customer service.
 - b) Customer communication
 - c) Staff training
 - d) Personal hygiene in tourism operation
7. Describe some of the problems affecting the growth and development of tourism sector in Kenya.