



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF SPATIAL PLANNING
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHEALOR OF ARTS IN
SPATIAL PLANNING**

SEMESTER 2018/2019 ACADEMIC YEAR

CENTRE: MAIN CAMPUS

COURSE CODE: PSP 3227

COURSE TITLE: PLANNING FOR TOURISM

EXAM VENUE:

STREAM: SPATIAL PLANNING

DATE: 3/5/19

EXAM SESSION: 12.00 – 2.00PM

TIME: 2 HOURS

Instructions:

- 1. Answer question 1 (compulsory) and ANY other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

Question One (Compulsory)

- a) Explain five principles of planning (5 marks).
- b) Discuss the importance of tourism to any economy.(10 marks).
- c) Explain the relevance of site value addition to any given tourist location. (10 marks).
- d) Explain the potential of orature as a tourist destination branding tool. (5 marks).

Answer any TWO (2) Questions from this section

Question Two

Explain the effects of tourism on the host community. (20 marks).

Question Three

Hellen Odenyo wrote an academic paper on the marketing mix in relation to tourism. Discuss her points (20 marks).

Question Four

Explain five different types of tourism found across the world. (20 marks).

Question Five

Discuss the relevance of infrastructure in the tourism planning process. (20 marks)