



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF INTERNATIONAL TOURISM**  
**MANAGEMENT**  
**4<sup>Th</sup>YEAR 1<sup>ST</sup>SEMESTER 2022/2023 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BTB 1405**

**COURSE TITLE: DESTINATION MANAGEMENT**

**DATE: 05/12/2022**

**SESSION: 15.00-17.00PM**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question One (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 exam room**



Registration No.....

### **QUESTION ONE**

- a) Explain the most critical elements in a destination (6 marks)
- b) Identify six (6) ways you would ensure responsible tourism practices in Kenya (6 marks).
- c) Describe the ways you would segment Kenya as a tourism destination (6 marks)
- d) Point six (6) ways by which Tourism SMEES can be supported in a tourism destination (6 marks).
- e) Explain the techniques applicable in fostering visitor stewardship in a given tourism destination (6 marks).

### **QUESTION 2**

Describe how you would apply the following tools in the management of coastal tourism circuit in Kenya.

- a) Local Agenda 21(5 marks)
- b) Sustainable tourism indicators (5 marks)
- c) The VICE model (5 marks)
- d) Certification programmes (5 marks)

### **QUESTION 3**

- a) Discuss the importance of managing Kenya as a touristic destination (10 marks)
- b) Summarises the strategic planning model that could be used to devise a strategy for effectively managing Kenya as a destination. (10 marks)

### **QUESTION 4**

- a) Explain any five challenges you would encounter in your destination branding initiative (10 marks)
- b) As a government appointee to spearhead the revamping of tourism in your country, discuss the five key phases in branding and positioning your country as a unique tourism destination. (10 marks)

### **QUESTION 5**

- a) Discuss five ways you would use in enhancing quality of visitor experience in any given destination (10 marks)
- b) Discuss five suitable techniques you would apply in promoting Kenya as a tourism destination (10 marks)