



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS.

UNIVERSITY EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT.

4TH YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR.

MAIN CAMPUS.

COURSE CODE: BTB1401

COURSE TITLE: TOURISM PRODUCT DEVELOPMENT

DATE: 05/12/2022

SESSION: 9.00-11.00AM

TIME: 2.00 HOURS.

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO 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 NUMBER ONE

- a) Outline the basic elements of Kenyan tourist destination which attract the visitors and satisfy their needs on arrival? (10Marks)
- b) Explain major variables influencing tourism product development in Kenya. (10 Marks)
- c) Depending on the resources available to the destination, it is wise to diversify and to offer more than one type of tourism. List and explain different types of tourism products that can be promoted by the County governments in Kenya to attract tourist from Western European countries. (10 Marks)

QUESTION NUMBER TWO

- a) Using the case study of the Kenyan tourism industry, illustrate the tourism area life cycle (TALC) model. (10 Marks)
- b) Discuss key challenges of a destination like Kenya. (10 Marks)

QUESTION NUMBER THREE

- a) Illustrate the customer journey framework that would probably be used by tourism policy makers in understanding the experience of the tourist. (10 Marks)
- b) Discuss the advantages of managing a Tourism Destination like Kenya? (10 Marks)

QUESTION NUMBER FOUR

- a) Illustrate the Dickman's (1997) Five A's of a Destination (10 Marks)
- b) Tourism Product Development (TPD) requires collaboration among a number of tourism authorities including the government, the private sector, marketing agencies, tourism associations, local authorities and environmental associations. In this regard explain the role of Kenyan government in the tourism industry. (10 Marks)

QUESTION NUMBER FIVE

- a) Analyze the role National Environmental Management Association (NEMA) in the Kenyan tourism destination development (10 Marks)

- b) The principles of responsible tourism encourages tourism operators to grow their businesses whilst providing social and economic benefits to local communities and respecting the environment. Discuss the key guidelines that could assist in maximising the positive impacts of tourism in Kenya. (10 Marks)