



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

MAIN CAMPUS

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM
MANAGEMENT 2ND YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: B T M 3413

COURSE TITLE: DESTINATION MANAGEMENT

EXAM VENUE:

STREAM: BTM Y4S1

DATE:

EXAM SESSION:

TIME: 2 HOURS

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 examination room.

QUESTION ONE (30 MARKS)

- a) 1 Describe the term tourism destination and give the difference between amenities and accessibility as key elements of destination. (10 Marks)
- b) There are five alternative concepts under which tourism destination conduct their marketing activities. List and discuss them in details giving relevant examples. (10 Marks)
- c) Destination management calls for a coalition of many organisations and interests working towards a common goal. In this regard, what will be the tasks of the destination management organisations (DMO)? (10 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss social influences on tourism destination in Kenya. (10 Marks)
- b) Some of the challenges facing international destination marketers are to select and combine the best mix of marketing elements in order to be most competitive and obtain the best return on investment in the target markets, while achieving the goals and objectives. On that note, advice the national tourism board on the proper marketing mix. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Tourism destinations world over are constantly changing, they rise and fall in popularity. This process can be understood in terms of a life cycle as explained by the Tourism Area Life Cycle (TALC) model. Explain five distinct stages as postulated in the model. (10 Marks)
- b) How is technology going to affect the development of destination in the developing countries? (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe the term destination marketing segmentation and illustrate the basic requirements for effective segmentation. (10 Marks)
- b) List and discuss key factors for successful destination branding. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) The principles of responsible tourism encourage tourism operators to grow their businesses whilst providing social and economic benefits to local communities and respecting the environment. Using relevant examples, describe key guidelines that could assist in maximising the positive impacts of tourism in a given destination. (10 Marks)
- b) Effective destination management allows destinations to maximise tourism value for visitors while ensuring local benefits and sustainability. State and discuss advantages of managing a destination. (10 Marks)