



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BTM 3313

COURSE TITLE: STRATEGIC TOURISM MANAGEMENT

EXAM VENUE: LAB 8

STREAM: (BITM)

DATE: 19/12/16

EXAM SESSION: 2.00 – 4.00PM

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

- a) Explain the concept of strategy as enumerated by Henry Mintzberg. (5 Marks)
- b) Explain the **four** important factors considered in strategic implementation (8 marks)
- c) What is the significance of technology in strategic tourism management (4 marks)
- d) What are the challenges experienced by strategic tourism manager in managing strategic change? (4 marks)
- e) What are growth strategies (2 marks)
- f) Give any **three** characteristics of a good mission statement (3 marks)
- g) Identify any three strategic issues in strategic tourism management (4 marks)

QUESTION TWO

- a) Describe the various levels of strategy in tourism management. (10 marks)
- b) Explain the role of leadership in strategic implementation process. (10 marks)

QUESTION THREE

- a) Discuss the stages involved in the analysis of tourist in a destination. (10 marks)
- b) Identify methods which can be used to apply strategy flexibility. (10 marks)

QUESTION FOUR

- a) Using relevant example describe the process involved in strategic formulation. (8 marks)
- b) Describe how the Boston Consulting Group (BCG) matrix can be used in product portfolio analysis (12marks)

QUESTION FIVE

Discuss PESTEL model in relation to tourism destination management (20 marks)