



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
4TH YEAR 1ST SEMESTER 2015/2016 ACADEMIC YEAR
MAIN

COURSE CODE: BTM 3411

COURSE TITLE: TOURISM PRODUCT DEVELOPMENT

EXAM VENUE: --

STREAM: (BITM)

DATE: 16/12/16

EXAM SESSION: 9.00 – 11.00 AM

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) In devising product portfolios, segmenting the destination experiences should be done based on five characteristics elaborate (5 marks)
- b) Explain the market-product matching concept with regard to tourism product development (6 Marks)
- c) Define mature destination and explain eight tourism product development strategies to revamping mature destinations (10marks)
- d) The 20 possible criteria used by governments in determining its tourism product development priorities, can be grouped under three headings - economic, socio-economic, and management and coordination. Explain nine economic priorities in this regard (9 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the concept of globalization and localization with respect to tourism product development in a destination.
(10 Marks)
- b) With the aid of a diagram, explain the BCG Matrix in relation to tourism products development (10 marks)

QUESTION THREE (20 MARKS)

Discuss the impact of the following factors in tourism product development in a destination (20 marks)

- a) Technological factors (4 marks)
- b) Economic factors (4 marks)
- c) Political factors (4 marks)
- d) Demographic factors (4 marks)
- e) Environmental factors (4 marks)

QUESTION FOUR (20 MARKS)

Describe how the following characteristics of tourism products will affect tourism product development

- a) Inseparability of production and consumption (4 marks)
- b) Interdependence and complementarity (4 marks)
- c) Immobility of ownership (4 marks)
- d) Price elasticity of demand (4 marks)
- e) Intangibility (4 marks)

QUESTION FIVE (20 MARKS)

- a) Explain with the aid of a diagram components of Tourism Area Life Cycle (TALC) analysis as applied to tourism product development. (12 Marks)
- b) Outline eight (8) key principles in tourism product development (TPD) (8 marks)

JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS

BTM 3411 TOURISM PRODUCT DEVELOPMENT

42 HOURS

Course Lecturer: George Otieno
georgeotieno50@yahoo.com

Contacts: 0708598511,

Email:

-
- 1. Introduction:** While all destinations engage in marketing and promotion, a much lower proportion focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. The fact is, though, that unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. Tourism products are the basis for a destination's tourism sector operation. Critically, the marketing of a tourism destination starts with product research. Unless the product offer is indigenous and appropriate for the region or country, while also meeting ever changing customer needs, marketing alone will not achieve the destination's potential.

2. **Course Objective:** To equip student with knowledge and skills for tourism product development as a strategy for diversifying tourism products on offer
3. **Course Description:** Components of Tourism Supply and Demand; Product Development Process; Product Packaging; New Product Development; Product Life Cycle; Speciality Tourism Product Development and Marketing; Transportation Management; Competition in Tourism Products; Sustainable Tourism Product Development; Regional Tourism Product; Convergence and Divergence of Regional Tourism; Sustainability of Regional Tourism; Regional Co-operations; Regional Tourist Flows; Promotion of Regional Tourism; Roles of Regional, National and International Tourism Bodies; Introduction to International Trade
4. **Learning Outcomes:** At the end of this course, students should be in apposition to:
- ∞ Demonstrate an understanding of different terms and concepts in the context of tourism product development
 - ∞ Critically analyse the factors that affect tourism product development in tourist destinations including destination and product characteristics
 - ∞ Describe the strategies and the process of tourism product development
 - ∞ Demonstrate an understanding of the fundamental issues, principles and procedures for tourism product development
 - ∞ Develop tourism products for different destinations
5. **Content Distribution:** Distributed as indicated though changes may occur

<p>1. Definitions, Influences and Determinants</p>	<ul style="list-style-type: none"> ▪ Introduction ▪ Definition of Terms and Concepts ▪ The Tourism Destination and its Characteristics ▪ Characteristics of Tourism Product ▪ Variables Influencing Tourism Product Development (<i>Economic Factors, Technological Factors, Political Factors, Demographic Factors, Globalisation vs. Localisation, Socio-environmental Awareness, Living and Working Environments, Search for Authentic Experiences, Marketing, Safety of Travel</i>) ▪ Destination Strategy for Tourism Product Development (<i>Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems, The Variables in Tourism Product Development Strategy, The Role of Destination Authorities in Tourism Product Development</i>) 	<p>12 HOURS</p>
---	---	-----------------

2. Fundamentals and Principles of Tourism Product Development Planning	<ul style="list-style-type: none"> ▪ Fundamental Issues in Tourism Development and Product Planning (<i>Tourism Organisational and Institutions Structures, National and Regional Coordination, Comprehensive, Integrated and Inclusive Planning</i>) ▪ Principles and Procedures for Tourism Product Development (<i>Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching, Tourism and Product Development Areas (TDAs/PDAs), Flagship and Hub Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development, Product Development and Marketing</i>) ▪ Continuous Assessment Test I 	9HOURS
3. Steps in The Process of Tourism Product Development	<ul style="list-style-type: none"> ▪ The Present Situation (<i>PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix</i>) ▪ Identification of Tourism Product Development ▪ Tourism Product Development Priorities ▪ Putting the Plan into Action 	9 HOURS
4. Guidelines On the Model Approach to Tourism Product Development	<ul style="list-style-type: none"> ▪ The Model Destination ▪ Tourism Product Development Template (<i>Institutional/Organisational Structures, Planning Systems, Structures, Procedures and Controls, Situation Analysis, Market: Product Matching, Tourism Product Development Planning Consultation, The Tourism Product Development Plan, Moving from the Macro to the Micro Level</i>) 	3 HOURS
5. Destination Variations	<ul style="list-style-type: none"> ▪ Mature Destinations ▪ Newly Emerging Destinations ▪ Centrally Planned Economies ▪ Destinations with Fragile Environments/Endangered Species ▪ Countries with Perception Problems in International Markets ▪ Destinations with a Dominant Product ▪ Destinations without a Major Tourism Development Opportunity ▪ Destinations Specialising in Sports/Adventure/Activity Tourism ▪ Historic Cities ▪ Continuous Assessment Test II 	9 HOURS

6. Course Evaluation:

- Continuous Assessment Test and Assignments 30%

- End of Semester Exams 70%

7. References

- World Tourism Organization (UNWTO) & European Travel Commission (ETC). (2011). *Handbook on Tourism Product Development*. Madrid: Spain, UNWTO and ETC
- Smith, L.S.J. (1994). The tourism product. *Annals of Tourism Research*, Vol. 21, No. 3, pp. 582-595
- Spencely, A. (2010). Tourism Product Development Interventions and Best Practices in sub-Saharan Africa
- Tourism Development Handbook for The Northwest Territories