



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR
OF INTERNATIONAL TOURISM MANAGEMENT**

4TH YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR

MAIN CAMPUS

B T M 3411: TOURISM PRODUCT DEVELOPMENT

Instructions:

Answer **QUESTION ONE** and any other two questions in the answer booklet provided.

QUESTION ONE (30 MARKS)

- a) State and discuss key characteristics of Tourism Products. (10 Marks)
- b) What are the basic elements of tourist destination which attract the visitors and satisfy their needs on arrival? (10Marks)
- 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 product that can be

promoted by the Kenya tourism board (KTB) to attract tourist.
(10 Marks)

QUESTION TWO (20 MARKS)

- a) Explain major variables influencing tourism product development in Kenya. (10 Marks)
- b) Tourism Product Development (TPD) requires collaboration among a number of tourism authorities. In this regard, list and explain the role of national Government. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Illustrate key characteristics of mature destinations. (10 Marks)
- b) Describe the tourism area life cycle (TALC) model and give examples where necessary. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) What are the general steps taken for tourism product development? (10 Marks)
- b) Discuss key challenges of a destination like Kenya being unique. (10 Marks)

QUESTION FIVE (30 MARKS)

- 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) What are the advantages of managing a Destination? (10 Marks)