



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

**School of Business and Economics  
Department of Tourism and Management**

**BTM 3413:DESTINATION MANAGEMENT  
Year 4 Semester 1 Examination**

**INSTRUCTIONS TO CANDIDATES**

Answer question one and any other two questions from this paper

**QUESTION ONE (30 MARKS)**

- a) Explain major positive implication of a destination being unique (10 marks)
- b) State and discuss the customer journey framework that can be used by the tourism policy makers in helping them understand the customer experience. (10 Marks)
- c) Outline key alternative concepts under which destinations conduct their marketing activities.

**QUESTION TWO (20 MARKS)**

- a) State and discuss the structure of the marketing plan as used by destination marketing managers. (10 marks)
- b) Outline major possible consequences for lack of marketing planning in a given destination (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss global trends affecting tourism destinations. (10 marks)
- b) Kenya tourism board (KTB) is normally faced with a range of challenges in pursuit of winning brand identities while promoting Kenya as one of best destination in the world. State and discuss. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) List and explain major benefits of effective tourism destination branding (10 marks)
- b) Discuss five phases of destination branding. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Using relevant examples, describe the various basic elements of Kenya tourist destination (10 marks)
- b) State and discuss key aspects of the destination that the destination management organisation (DMO) should lead and co-ordinate. (10 Marks)