

**BTM 3411 TOURISM PRODUCT DEVELOPMENT
EXAMINATION FIRST SEMESTER SEPT – DEC 2018**

1.
 - i. Explain the characteristics of tourism (5 marks)
 - ii. Explain five factors that affect demand in an area (5 marks)
 - iii. Discuss the roles that the private sector undertakes in tourism product development (5 marks)
 - iv. Identify five levels in a product life cycle in a destination (5 marks)
 - v. Outline five ways that the Kenya government can use to overcome low season (5 marks)
 - vi. Identify the new products that can be promoted in the western tourism circuit (5 marks)

2. a) Differentiate between tourism in the lake region and tourism at the coast (10 marks)
b) Explain five characteristics of resort locations (10 marks)

3. a) Explain Miossec's model of tourist development in an area (8 marks)
b) Explain how the Counties in the western tourist circuit can benefit from high season in Kenya. (12 marks)

4. a) Outline five elements of supply to a tourist destination (10 marks)
b) Explain the reasons why the developed world lead as tourist destinations (10 marks)

- 5 a) With aid of a chart, explain Maslow's hierarchy of needs influence on tourism (10 marks)
b) Explain the major stages in new tourist product development (10 marks)