



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 375 -3 DESTINATION MANAGEMENT

DATE: 13/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS

ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO IN SECTION B

SECTION A

QUESTION ONE (30 MARKS)

- Differentiate between destination attractors and deterrents according to *Ritchie and Crouch* (1993). (6 marks)
- Name four (4) characteristics of the travel and tourism product. (4 marks)
- Describe the five key elements of the tourism destination. (5 marks)
- Explain the role of image in tourist travel decision making processes. (10 marks)
- What is sustainable destination management. (5 marks)

SECTION B: ANSWER ANY TWO

QUESTION TWO (20 MARKS)

- Describe the role of government in destination branding. (10 marks)
- Highlight any (5) five benefits of positioning a tourist destination (10 marks)

QUESTION THREE (20 MARKS)

- Describe the key facets of the place branding process. (10 marks)
- Analyze the steps of tourism product development. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss (5) factors that reinforce brand communication (10 marks)
- b) Explain the nature of a tourism product. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Assess four (4) strategies a tourist destination may employ to remain competitive. (12 marks)
- b) Giving examples explain any four (4) features of a typical tourism destination. (8 marks)