



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

**BHT 4406: TOURISM DESTINATION MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Two printed pages*

---

---

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain the implications of the uniqueness of tourism industry to destination managers. **(10 marks)**
- b) Outline specific areas you would recommend for training to equip a growing destination area with personnel to face the challenges of developing a competitive destination. **(10 marks)**
- c) i) Identify **FIVE** corporate stakeholders in tourism destination management. **(5 marks)**  
ii) Matching them against their expectations from a Destination Management Organization (DMO). **(5 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

Explain the strategies that can be used to stimulate and promote external investment in tourism in a destination. **(20 marks)**

**QUESTION 3**

a) Explain the strategic roles of a destination brand. **(10 marks)**

b) Discuss how a mature destination area would leverage on quality as strategy to maintain a competitive advantage in the tourism market. **(10 marks)**

**QUESTION 4**

a) Explain the main shortfalls of Burtler's (1980) destination life cycle model in explaining the evolution of tourist destination area. **(10 marks)**

b) What is the benefit of market segmentation in developing a destination's strategic marketing plan? **(10 marks)**

**QUESTION 5**

With use of a suitable diagrammatic representation discuss the components of an ideal tourism destination area. **(20 marks)**