



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)**