



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S 13)

BHT 4405: TOURISM DESTINATION MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- With the aid of a suitable schematic illustration describe the components of an ideal wildlife tourism destination area (10 Marks)
- Identify any FIVE (5) stakeholders involved in tourism destination management linking each to their cardinal roles in successful destination management (10 Marks)
- Why would you recommend a tourism destination management plan for a county seeking to develop as a new tourism destination with sustainable tourism as its overarching objective? (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- Briefly describe typical roles that would be assigned to a regional tourism destination management organization (DMO) (10 Marks)

- b) Discuss challenges a destination management organization is likely to encounter in delivering on its mandate. (10 Marks)

QUESTION THREE

- a) Critically evaluate the suitability of a public sector led corporate governance structure for a mature tourism destination area (20 Marks)

QUESTION FOUR

- a) You have been invited to lead a team of experts in developing a destination management strategy for the coastal tourism destination area, outline a framework you would put in place to develop such a strategy document (20 Marks)

QUESTION FIVE

- a) In the framework of Butler's destination lifecycle model, explain strategies you would recommend for a rejuvenation or extending the life declining tourism destination area that had reached maturity (10 Marks)
- b) As a tourism destination manager in charge of product development, explain the basic steps you would pursue in developing a new product for your destination (10 marks)