



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

- Describe elements of the tourism resource endowment that a beach tourism destination area would rely on to maintain its competitiveness (10 Marks)
- Identify any FIVE (5) stakeholders involved in tourism destination management linking each to their expectations in destination management (10 Marks)
- Explain the rationale for elaborating a strategic tourism management plan for a destination seeking to launch itself as a new niche tourism destination (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- Outline the roles that would be expected of a regional tourism destination management organization with regard to tourism product development (10 Marks)

- b) Describe challenges a destination management organization is likely to encounter in branding and positioning a destination? (10 Marks)

QUESTION THREE

- a) Explain possible strategies you would recommend for a tourism destination area seeking to attract and promote investment in its expanding tourism industry (20 Marks)

QUESTION FOUR

- a) “Butler’s tourism destination area lifecycle model (1980) has been heavily used to understand the development of tourism destination areas, however, this model suffers several important limitations that may make its prescriptions untenable in many destination areas” Explain. (20 Marks)

QUESTION FIVE

- a) Explain the roles of visitor information centers at a tourism destination area (10 Marks)
- b) Explain the benefits that would accrue to a destination that benchmarks globally with regards to its tourism destination management practices (10 marks)