



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 A21)

HHT 4404: TOURISM DESTINATION MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Describe elements of the tourism resource endowment that a beach tourism destination area would rely on to maintain its competitiveness (10 Marks)
- b) Discuss FIVE (5) planning approaches in tourism destination management (10 Marks)
- c) Explain the rationale for 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

- a) Explain similarities between corporate and destination branding (10 marks)
- b) Describe the rationale for a DMO encouraging stakeholder partnership in implementation of a destination branding program (10 marks)

QUESTION THREE

- a) Describe the roles of a destination management organization with respect to developing a suitable product for the destination ((10 marks)
- b) Explain any five key areas to focus on in a destination management plan (10 marks)

QUESTION FOUR

- a) Describe the process for a developing new tourism destination products (10 marks)
- b) Explain the benefits of foreign direct investment in development of a tourism destination (10 marks)

QUESTION FIVE

- a) Drawing from Butler's destination lifecycle model, explain sustainability interventions you would recommend for a destination experiencing exponential growth in its tourism (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)