



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 MANAGMENT
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME:2HOURS

DATE:Pick DateDec2024

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) Using examples, explain the key elements of a tourism destination (12 marks)
- b) Explain three positioning approaches a destination can use to establish a competitive advantage (6 marks)
- c) Explain SIX factors influencing tourism product development (12 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain the advantages of destination branding to the destination service providers (10 marks)
- b) Describe FIVE challenges that can be encountered in implementing a destination branding strategy (10 marks)

QUESTION THREE

- a) Identify any FIVE (5) stakeholders involved in tourism destination management linking each to their cardinal roles in successful destination management (10 Marks)
- b) Explain the significance of SWOT Analysis in destination management (10 marks)

QUESTION FOUR

- a) You have been invited to lead a team of experts in developing a destination management plan for the coastal tourism destination area, in order to understand its competitiveness; identify areas you will consider in carrying out situation analysis (20 Marks)

QUESTION FIVE

- a) Drawing from Butler's destination lifecycle model, explain strategies you would recommend to rejuvenate the life of declining tourism destination area (10 Marks)
- b) Based on the VICE model of destination management, explain areas of implications to be considered by a DMO to enhance a tourist destination's competitiveness (10marks) .