

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
DEGREE OF MASTERS IN TOURISM MANAGEMENT**

MTOM 833: DESTINATION MANAGEMENT

STREAMS: MTOM (Y1S2)

TIME: 3 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

2.30 PM – 5.30 PM

INSTRUCTIONS:

- Answer ALL Questions in Section A and any other Two questions in Section B
- Do not write anything on the question paper

SECTION A (20 MARKS)

1. Describe the four basic elements of a tourism destination in Kenya. [4 Marks]
2. Briefly discuss any four functional areas of management in a destination using Peace (2014) model. [4 Marks]
3. Briefly explain four implications of a good destination governance. [4 Marks]
4. Discuss on how the destination managers can adopt the VICE model in enhancing sustainability in tourism destinations. [4 Marks]
5. Discuss the importance of marketing in the development of a tourism destination in Kenya. [4 Marks]

SECTION B: (40 MARKS)

6. a) Assume you are a destination manager of Lewa conservancy, develop a good destination plan that will enhance the growth and development of the Conservancy. [10 Marks]
- b) Discuss five major roles of Destination Management Organization (DMO) in Maasai Mara National reserve in Kenya. [10 Marks]

7. a) Using Lickorish (1991) model, explain five principle functions of government in destination management. [10 Marks]
 - b) Describe five typologies of community participation in destination management according to Pretty (1995) [10 Marks]

 8. Discuss five tourism destination planning approaches and strategies that can be adopted by destination managers in Tsavo East National Park to enhance its growth and development. [20 Marks]
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