

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM AND HOTEL MANAGEMENT

BTHM 462: DESTINATION MANAGEMENT

STREAMS: BTHM Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A and any TWO Questions in Section B

SECTION A: [30 MARKS] - ANSWER ALL QUESTIONS

1. Briefly explain to destination managers, their key management functions. [6 Marks]
2. Describe briefly the key principles that inform an effective destination management strategy. [6 Marks]
3. Describe briefly the factors may constrain tourism plan formulation and implementation in a destination. [6 Marks]
4. Highlight the parameters that constitute good destination governance. [6 Marks]
5. Outline six strategies that Destination Management Organizations (DMOs) can utilize to extend a destination's product lifecycle. [6 Marks]

SECTION B:[40 MARKS] - ANSWER ANY TWO QUESTIONS

6. (a) Describe the tourism destination planning approaches that destination managers can possibly adopt and the major shortcomings for each, in the pursuit of tourism development in Kenya. [20 Marks]
7. (a) Advice Community Based Tourism organizations within the Maasai Mara National reserve, on their key roles in destination management. [10 Marks]
- (b) Explain the strategies for enhancing community participation in tourism development initiatives in a destination. [10 Marks]

BTHM 462

8. (a) Discuss the possible strategies that the Kenya Tourism Board can adopt to position Kenya as a superior destination. [12 Marks]

(b) Explain the benefits of destination branding from the visitor's perspective. [8 Marks]

.....