

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENE IN ECOTOURISM MANAGEMENT

BECO 242: ECOTOURISM PRODUCT DEVELOPMENT

STREAMS: BECO

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer all questions in section A and any other two in section B**
- **Do not write on the question paper**

SECTION A (30MARKS)

1. Italian tourist travelled to Gede Ruins and Forte Jesus while staying at Sarova Whitesands hotel in Mombasa. Describe amongst those which one is an attraction, a tourism product and a destination giving a reason why. [6marks]
2. Briefly explain any 6 criticisms of tourism destination life cycle. [6marks]
3. Briefly explain the 3 levels of a tourism product. [6marks]
4. Link each statement below to a given characteristic of tourism service and explain;
(i) One of the hotel employees offered excellent services on a particular day but poor the next day.
(ii) Very few guests in the hotel meaning most rooms were occupied.
(iii) Tourists didn't carry anything back home with him at the end of his stay. [6marks]
5. Briefly explain any 3 determinants and influences on tourism product development. [6marks]

SECTION B: ANSWER ANY 2 QUESTIONS (40MARKS)

6. Discuss how the product lifecycle can be applied in the tourism context and also its criticisms. [20marks]
 7. Discuss tourism product production process according to Smith's generic model. [20marks]
 8. Discuss the process you would adopt in tourism product development in any county of your choice. [20marks]
-