

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

BTHM 242/BTOM 251: TOURISM PRODUCT DEVELOPMENT

STREAMS: (BTHM 2ND YEARS)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 25/07/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer ALL questions in section A.**

Chose TWO question in section B

1. Briefly explain any 6 global trends in Tourism Development. (6 marks)
2. Briefly explain any 3 criticisms of tourism destination life cycle. (6 marks)
3. Briefly explain any 3 determinants and influences on tourism product development. (6 marks)
4. Briefly explain any 3 challenges of tourism product development. (6 marks)
5. Briefly explain 3 possible solutions to the challenges discussed in question four. (6 marks)

SECTION B: ANSWER ANY 2 QUESTIONS (40 MARKS)

6. Discuss tourism product production process according to Smith's generic model. (20 marks)
 7. Assuming you are the Tourism Officer for Tharaka Nithii County and you would want to develop a Tourism Product. Using examples, discuss the steps you would follow. (20 marks)
 8. Discuss tourism destination life cycle giving managerial implications at each stage. (20 marks)
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