

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

**BTOM 251: TOURISM PRODUCT DEVELOPMENT
STREAMS: BTOM (Y2S1)**

TIME: 2 HOURS

DAY/DATE: THURSDAY 04/02/2021

5.00 P.M – 7.00 P.M.

INSTRUCTIONS

- Answer **All** questions in **SECTION A** and **Any Two** in **SECTION B**
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Describe any five types of tourism products in Kenya (5 Marks)
2. Why should managers carry out market research in the new tourism product development process (5 Marks)
3. Explain five factors to consider when developing new tourism products in a tourist destination (5 Marks)
4. Explain the role of intermediaries in tourism product development in Kenya (5 Marks)
5. Briefly describe two ways through which market testing can be conducted by a tour operator (2 Marks)
6. Describe three emerging issues in the development of new tourism products in Kenya. (6 Marks)
7. Why is a product label an integral part in a tourism product? (2 Marks)

SECTION B: (40 MARKS)

8. Discuss the factors to consider when establishing tourism product support infrastructure in a destination. (20 Marks)
 9. Using relevant examples, discuss the tourism product distribution levels (20 Marks)
 10. Using the Tourism Area Life Cycle (Butler (1980)), explain the product management strategies at each of the stage. (20 Marks)
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