

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BTOM 474: DESTINATION MANAGEMENT

STREAMS: BTOM (Y4S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 08/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer ALL questions in section A and two questions in section B.
- Do not write anything on the question paper.

SECTION A: (30 MARKS)

1. Briefly explain six elements of a tourism destination. (6 marks)
2. Explain to destination managers, their key management functions. (6 marks)
3. Briefly discuss six contributions of effective destination management in Kenya. (6 marks)
4. Briefly discuss six strategies that the destination managers can utilize to extend a destination life cycle. (6 marks)
5. Explain six management practices that can be adopted by destination managers in Maasai Mara National Reserve to enhance its sustainability. (6 marks)

SECTION B: (40 MARKS)

6. (a) Discuss five principles of a good destination governance. (10 marks)
- (b) Discuss five roles of Destination Management Organizations in destination management. (10 marks)

7. (a) Discuss five typologies of local community participation in destination development and management. (10 marks)
- (b) Discuss five key elements of a tourism destination plan. (10 marks)
8. (a) Explain the benefits of destination branding from the visitors perspective. (8 marks)
- (b) Discuss six key principles of destination product development and diversification. (12 marks)
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