



## UNIVERSITY EXAMINATIONS

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

#### BTOM 251: TOURISM PRODUCT DEVELOPMENT

STREAMS: BTOM Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

8.30 A.M – 10.30 A.M

#### INSTRUCTIONS:

Answer ALL Questions in Section A

Chose TWO Questions in Section B

Do not write anything on the question paper.

#### Section A: Compulsory 30 Marks

1. Identify, explain and suggest a solution for the characteristic of tourism product linked to the following statements:
  - i) Wildlife Safaris in Masaii Mara may vary according to the level of tour guide's experience. [ 3 Marks]
  - ii) Tourism products are consumed real time. [3 Marks]
  - iii) A seat on a tour van cannot be sold once it has departed for a safari. [3 Marks]
  - iv) Tour companies encourage online reviews and social media engagements. [3Marks]
2. There are different types of travel integration in tourism distribution channel. Identify and explain the ones that would be linked to the following states.
  - i) Chuka Travel Agency opens up an insurance company. [2marks]
  - ii) Somak Tour Operators acquires Pollman's Safaries and Tour Operations. [2marks ]
  - iii) Safarilink airline acquires Fuji Travel agency. [2marks]
  - iv) African Safari Tour Operator acquires Safarilink Airline. [2marks]
3. Using examples in Tharaka Nithii County;

- i) Explain how you would identify tourism product development priorities. **[5 Marks]**
- ii) Explain how you would put into action, the plan of developing tourism products in Tharaka Nithii . **[5 Marks]**

**Section B: Answer ANY 2 questions 40 Marks**

4. Using a diagram, explain Tourism Area Life Cycle, the implications at each stage while developing tourism products, and general criticisms of the model. **[20 marks]**
5. The Chuka University Tourism Students Association organized a five-day trip to Mombasa. They hired and fueled a tour van, visited Fort Jesus and Mombasa Marine Park, and stayed at a local hotel. They also hired a tour guide for cultural performances and exploration. Upon returning, they cherished beautiful memories and made new friends. Using a diagram, draw and explain their tourism production function according to Smith's model.

**[20**

**marks]**

6. Review any **FOUR**-destination variations in tourism product development. **[20 marks]**
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