

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BTHM 462: DESTINATION MANAGEMENT

STREAMS: BTHM (Y4S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER TWO QUESTIONS IN SECTION B**
- **DO NOT WRITE ON THE QUESTIONS PAPER**

SECTION A (30 MARKS)

1. Explain briefly six perceived importance of destination management. [6 marks]
2. Highlight one merit and demerit associated with each of the following:
 - (i) Narrow tourism product portfolio [2 marks]
 - (ii) Broad tourism product portfolio [2 marks]
3. Discuss briefly six business management skills necessary for ensuring competitiveness of a destination. [6 marks]
4. Discuss briefly four possible market characteristics of tourism product items in a destination as postulated in the Boston Consulting Company (BCG) matrix.[4 marks]
5. Explain briefly six roles of the national government in destination management.[6 marks]
6. Discuss briefly four merits of strong destination brands to the visitors. [4 marks]

SECTION B (40 MARKS)

7. Describe the components of Tourism Area Life Cycle (TALC) and suggest to destination managers, how it can be extended. [20 marks]
8. Explain to destination managers the tourism planning approaches they can adopt and the key advantages and disadvantages associated with each. [20 marks]

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9. Expound on the possible responses of the local community to the impacts of tourism partnership in tourism development. [20 marks]
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