MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BTM470-4: DESTINATION MARKETING

DATE: 9/12/2019   **TIME: 2.00-4.00 PM**

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

a)   Compare and contrast Short-Haul Versus Long-Haul Tourists   (5 marks)

b)   Describe the role of Destination Management Organizations   (10 marks)

c)   Highlight guidelines for formulating a mission statement for a National Tourism Organization   (5 marks)

d)   Identify one of the psychological determinants of demand   and describe a tourism product that is based on the determinant you have chosen   (5 marks)

e)   Choose what you believe to be a good tourism promotion for a city, region, state, or country and explain why you think it is a good promotion. In your critique, discuss the media used, target audience, and benefits the destination offers.   (5 marks)

QUESTION TWO (20 MARKS)

a)   Destinations must make more than financial or hospitality investments in different aspects in order to attract tourists. Discuss.   (10 marks)

b)   Society has changed. Traditional media such as television, newspaper and magazine ads, and AM/FM radio may not be utilized by target markets, particularly younger ones. Recognizing

this, some authors of some studies have suggested on how to improve destination tourism marketing. Discuss. (10 marks)

QUESTION THREE (20 MARKS)

a) You are in the process of developing demand segmentation for your destination. Discuss the Psychological Determinants of Demand (10 marks)

b) Destination images are heavily influenced by pictorial creations used in movies or television, by music, and, in some cases, by popular entertainers and celebrities. Discuss how Kenya tourism Board can improve the image of Kenya as a destination (10 marks)

QUESTION FOUR (20 MARKS)

a) Using an illustration explain the Plog's categorization of destinations. (10 marks)

b) Goals provide direction to the organization. Discuss any typical tourism National Tourism Organization goals (10 marks)

QUESTION FIVE (20 MARKS)

Tourist markets are dynamic, and a marketing information system is part of any well-run tourist organization. Destinations need to closely monitor the relative popularity of their various attractions by determining the number and type of tourists attracted to each. Using different examples discuss how this can be achieved. (20 marks)