



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SPECIAL/SUPPLEMENTARY FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BTM 470: DESTINATION MARKETING

DATE: 25/7/2019

TIME: 2.00-4.00PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.

- a) Describe the five components that constitute products in tourist destinations. (5 marks)
- b) State four marketing objectives for destinations. (2 marks)
- c) Define the following terms:
 - i) Destination branding (2 marks)
 - ii) Destination benchmarking (2 marks)
 - iii) Service gap management (2 marks)
 - iv) Destination de-marketing (2 marks)
- d) Examine the need for analyzing the internal and external marketing environment during marketing planning for destinations. (5 marks)
- e) Explain the marketing challenge posed by “defining” destinations along political and administrative boundaries as individual and separate marketable product. (5 marks)
- f) Highlight three principles that guide responsible marketing of destinations.(3 marks)

SECTION B: Answer any two questions in this section (40 marks)

2. Discuss how Kenya Tourist Board (KTB) and other marketing agencies can strategically market Kenya as a tourism destination and strengthen its global competitive position. (20 marks)
3.
 - a) Discuss destination mix as applies to marketing of destination. (10 marks)
 - b) Explain the advantages of E-marketing to tourism destinations. (10 marks)
4.
 - a) Describe any five types of tourist market segments commonly targeted by major tourist destinations in Africa. (10 marks)
 - b) Explain how destinations benefit from undertaking marketing research. (10 marks)
5. The destination life-cycle model illustrates that destinations are affected in a dissimilar pattern on each stage of their life cycle. Explain how the model could serve as a guide to specific marketing plans and actions for destination marketers. (20 marks)