



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 375-3: DESTINATION MANAGEMENT

DATE: 11/11/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One (Compulsory) And Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in destination management (10 marks)
 - i) Destination management
 - ii) Destination brand
 - iii) Destination Competitiveness
 - iv) Destination Benchmarking
- b) Outline six sources of information that potential tourists can use to form destinations image. (6 marks)
- c) With examples differentiate between objective positioning and subjective positioning. (6 marks)
- d) List any five destination attractors and 3 destination deterrents according to the Calgary model (8 marks)

QUESTION TWO (20 MARKS)

- a) Describe the six basic elements of the tourists destination (12 marks)
- b) Describe four steps that destination marketing organizations need to follow in order to position their destination image (8 marks)

QUESTION THREE (20 MARKS)

- a) Describe five positioning approaches that can be adopted by marketers in positioning destinations (10 marks)
- b) Describe the advantages of destination branding
 - i) to the visitors (5 marks)
 - ii) to destination marketers (5 marks)

QUESTION FOUR (20 MARKS)

- a) Describe six tasks that are performed by destination marketing organizations (12 marks)
- b) Explain challenges facing the Kenyan Tourism industry today (8 marks)

QUESTION FIVE (20 MARKS)

- a) Describe six areas that destination managers need to understand and work with in order to ensure sustainability in tourism (12 marks)
- b) Discuss four ways through which the Calgary model of destination competitiveness can be enhanced. (8 marks)