



MACHAKOS UNIVERSITY
University Examinations for 2018/2019 Academic Year
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF HOSPITALITY MANAGEMENT
BTM 375 – DESTINATION MANAGEMENT

DATE: 26/9/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer All questions in this section

1. Define the following concepts (2 marks each)
 - i) Tourism product
 - ii) Travel agency
 - iii) Gap analysis in product development
 - iv) Product Development feasibility Study
 - v) Tourism product Launch
2. Describe the components of the tourism product (10 marks)
3. Differentiate between **core**, and **augmented** conceptions of a product: (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

4. a) Explain five acceptable ways International travelers can pay for their services in Kenya . (10 marks)
b) Explain the role of Destination Management Organisations (DMO) in a destination's marketing effort. (10 marks)
5. Describe the phases of tourism product development within a destination (20 marks)
6. Explain what is meant by destination management. (20 marks)
7. Discuss the role of destination image in tourists' travel decision making processes (20 marks)