



# MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM  
MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

**BTM375-3:- DESTINATION MANAGEMENT**

**DATE:**

**TIME:**

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**INSTRUCTIONS:** Answer Question **One** (Compulsory) and any other **Two** questions

## QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms (4 marks)
- Destination management
  - Tourism product
- b) Differentiate between core, and augmented conceptions of a product: (10 marks)
- c) List six benefits of destination branding to Marketers (6 marks)
- d) Describe the how destination image is formed (10 marks)

## QUESTION TWO (20 MARKS)

- a) Describe the Components of a Tourism Product (10 marks)
- b) You are a destination manager in a high profile destination. Explain 5 strategies to keep the destination **competitive** (10 marks)

## QUESTION THREE (20 MARKS)

- a) Give five acceptable methods International travelers can pay for their services in Kenya (10 marks)

- b) Explain the concept of destination positioning (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the role of destination image in tourists' travel decision making processes (10 marks)
- b) Explain the responsibilities of Destination Management Organisations (DMO) in a destination's marketing effort (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe five key components of monitoring destination performance (10 marks)
- b) Explain the importance of VICE concept as a model for Sustainable Destination Management (10 marks)