



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/ 2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM &
HOSPITALITY
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT.**

**COURSE CODE: NDTW 132
COURSE TITLE: TOURISM DESTINATION
MANAGEMENT.**

DATE: 13TH DECEMBER, 2022

TIME: 1100:1300

Instructions:

*Answer **ALL** questions in section A and any other **THREE** in section B.*

SECTION A - (25 MARKS)

QUESTION ONE

- a) What do you understand by the following terms and phrases?
 - i. Destination **(2mks)**
 - ii. Destination Management Systems **(2mks)**
- b) Highlight the two main goals of destination marketing **(2mks)**
- c) Explain any two measures of destination management **(2mks)**
- d) Highlight four ways in which you can expose tourists to education that promotes sustainable behavior **(4mks)**
- e) With relevant examples, describe the different features that make up a tourist destination **(3mks)**
- f) Highlight **FIVE** circumstances under which a tourist destination may decline. **(5mks)**
- g) Highlight the core dimensions of Destination Management Systems **(5mks)**

SECTION B-(45MARKS)

QUESTION TWO

Discuss the seven steps of carrying out a successful destination marketing **(15mks)**

QUESTION THREE

With sufficient details, discuss the destination life cycle **(15mks)**

QUESTION FOUR

Basing Kenya as your destination, explain how you can successfully manage visitors arriving from and within Kenya to ensure sustainability **(15mks)**

QUESTION FIVE

Assuming you are a destination manager, explain how you will utilize the rise in information technology to the advantage of your destination. **(15mks)**

QUESTION SIX

Identify any Five tourism associations/institutions in Kenya, and discuss their roles as DMOs designated in the country **(15mks)**

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