



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY  
EXAMINATIONS 2018/2019 ACADEMIC  
YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT**

**BACHELOR OF PARKS, RECREATION  
AND LEISURE MANAGEMENT**

**COURSE CODE: RLM 2205**

**COURSE TITLE: TOURISM PRODUCT**

**DATE: 24<sup>TH</sup> APRIL 2019**  
**HRS**

**TIME: 1430 - 1630**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turn over*

**SECTION A: ANSWER ALL QUESTIONS (25 MARKS)**

**Q. 1:** Define Tourism Product Development **(4 Marks)**

**Q. 2:** Explain the following concepts:

(a) Core elements in the tourism destination **(3 Marks)**

(b) Key elements that make up 'place' **(3 Marks)**

**Q. 3:** Briefly describe the tourism resource and its dynamic nature. **(6 Marks)**

**Q. 4:** State the tourism attractions as a specific type of recreation resource **(6 Marks)**

**Q. 5:** Explain the structure and purpose of the product development within tourism industry in Kenya. **(3 Marks)**

**SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)**

**Q. 6:** Discuss the importance of planning at different levels in ensuring the quality of the tourism product development in Kenya as a destination. **(15 Marks)**

**Q. 7:** Using relevant examples, identify existing opportunities of the tourism product development and innovation to the Kenyan youth. **(15 Marks)**

**Q. 8:** Using Maasai Mara National Game Reserve as a unique example of a tourism destination, discuss the challenges that would be experienced by managers in managing product development. **(15 Marks)**

**Q. 9:** Explain in details the components of a tourism product in Kenya today. **(15 Marks)**

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