



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: 24TH APRIL 2019

TIME: 1430 – 1630 HRS

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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