



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: TRM 2205

**COURSE TITLE: TOURISM PRODUCT
DEVELOPMENT**

DATE: 17.4.2019

TIME: 8.30- 10.30AM

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 tourism 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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