



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 2106
COURSE TITLE: TOURISM INNOVATION AND
DIVERSIFICATION**

DATE: 11TH DECEMBER 2019

TIME: 11.00AM - 1.00PM

INSTRUCTIONS TO CANDIDATES

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

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

SECTION A- 30 marks

- 1.
- a) Distinguish between the following terms as used in tourism
 - i. Innovation and diversification (4 marks)
 - ii. Adoption and diffusion (4 marks)
 - b) Briefly explain Rodger's diffusion theory (2 marks)
 - c) Illustrate the innovation diffusion process according to Roger's theory (5 marks)
 - d) Briefly describe any five elements of the tourism product (5 marks)
 - e) What are the main drivers of innovation in the tourism industry globally (5 marks)
 - f) Identify and briefly describe any five types of adopters of innovations (5 marks)

SECTION B- 40 marks

2. a) Describe the trends that are likely to influence tourists' tastes, and preferences in future. (10 marks)
- b) Explain the role of innovations in responding to these changes (10 marks)
- 3.
- i. Describe the features of Kenya's tourism product (10 marks)
 - ii. Explain the barriers to tourism product diversification and innovation in Kenya (10 marks)
4. i Explain why a tourism organization will encourage product innovations and diversification. (10 marks)
- ii) Analyse the role of technology in innovation and diffusion of the same in the tourism industry. (10 marks)
5. Using the East African community as an example, discuss the effect of regionalism on the innovation and diversification of Kenya's tourism product. (20 marks)

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