



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER

SCHOOL OF TOURISM AND HOSPITALITY

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 4249-1

**COURSE TITLE: TOURISM INNOVATION AND PRODUCT
DEVELOPMENT**

DATE: 22/4/24

TIME:0830-1030HRS

INSTRUCTIONS TO CANDIDATES

Answer all questions in **SECTION A** and any other three in **SECTION B**

SECTION A

1a)

- i. Differentiate between Disruptive innovation and incremental innovations. **(3Marks)**
- ii. List five areas in which innovation can be introduced in the tourism industry. **(5marks)**

1b) Using an illustration explain the components of a travel and tourism product **(3 marks)**

1c) Describe different steps in the innovation and development of a new tourism product **(6marks)**

1d. As a tourism innovator explain the drivers of tourism innovation for future tourism **(3 marks)**

SECTION B

2. Discuss some of the travel and tourism product elements as identified in an extensive body of literature **(15 marks)**

3. According to Butler (1980) the tourism area life cycle of evolution has implications for the management of resources in the tourism industry. Using illustrations, discuss this statement. **(15 marks)**

4. Tourism planning and development is not without cost. When the carrying capacity of a destination is exceeded, there will be a number of negative effects on different aspects. In view of this statement discuss various types of carrying capacity in travel and tourism sector. **(15 marks)**

5a. Assume you have been an employee of Kwetu tour operators based in Nairobi for over fifteen years and the tour firm has been relying on an old itinerary prepared even before you joined the firm. Discuss with your boss the importance of enhancing and improving the firm's itinerary **(10 marks)**

5b. Enlighten your boss on what product enhancement entails **(5 MARKS)**

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