



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2205

COURSE TITLE: TOURISM PRODUCT DEVELOPMENT

DATE : 2ND MAY 2018

TIME: 1100 - 1300 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: (25 MARKS)

1. a) Discuss production process of tourism products. **(5 marks)**
- b) Explain the concept of product life cycle in tourism product development. **(5 marks)**
- c) Highlight **five (5)** elements of tourism product. **(5 marks)**
- d) Outline the roles of tour operators in tourism product development.
- e) Identify **five (5)** elements of successful tourist attractions. **(5marks)**

SECTION B: (45 MARKS)

2. a) Explain the global factors that are likely to shape Kenya's tourism product in the future. **(8 marks)**
 - b) Discuss the trends that influence tastes and preferences of tourists. **(7 marks)**
3. a) Explain the applicability of market segmentation for tourism product development. **(8 marks)**
 - b) Discuss measures that have been put in place to upturn the declining tourism demand in Kenya over the last decade. **(7 marks)**
4. a) Discuss the role of various regional institutions in developing tourism products in Kenya. **(8 marks)**
 - b) Explain the various marketing strategies that could be adopted in tourism product development. **(7 marks)**
5. a) Discuss the trends in Kenya's micro environment in which tourism products are developed. **(8 marks)**
 - b) Explain possible impacts of East African Community (EAC) formation on Kenya's tourism product. **(7 marks)**

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