



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER

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

COURSE CODE: BTM 2106

**COURSE TITLE: TOURISM INNOVATION AND
DIVERSIFICATION**

DATE: 6TH DECEMBER 2018

TIME: 0830 - 1030HRS

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) Distinguish between the terms tourism innovation and diversification
(3 marks)
 - b) What are the main drivers of innovation in the tourism industry globally
(5 marks)
 - c) Identify any five types of innovations that can be adopted by the tourism industry
(5 marks)
 - d) Illustrate the process of innovation diffusion
(6 marks)
 - e) Briefly explain any six barriers to tourism product diversification and innovation in Kenya
(6 marks)

SECTION B- 45 marks

2.
 - a) Discuss the current and future trends that are likely to influence international tourists' tastes, expectations and preferences. **(10 marks)**
 - b) Explain the role of innovations in responding to the trends in 2(a) above
(5 marks)
3. According to Vision 2030, Kenya aims at being among the top ten long-haul tourist destinations globally. To be ranked among the top ten, Kenya must expand her global and African market share by offering new products.
 - a) Critique the features of Kenya's tourism product **(7 marks)**
 - b) In light of the above statement, discuss the new tourism products that Kenya can innovatively develop in order to be competitive. **(8 marks)**
4. Explain why a tourism firm will embrace and encourage product enhancement and innovation **(15 marks)**
5. Describe the role of technology in diffusion and adoption of innovations in the tourism industry **(15 marks)**

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