

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF TOURISM AND HOTEL MANAGEMENT**

BTHM 242: TOURISM PRODUCT DEVELOPMENT

STREAMS: BSC (BTHM)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 17/12/2014

8.30 A.M – 10.30 A.M.

Instructions: Answer all questions in section A and any other two from section B

SECTION A (30 MARKS)

- Q1. Discuss the central role of product development. [5 marks]
- Q2. Define product positioning and state the reasons why it's important. [5 marks]
- Q3. Explain the factors that influence the development of tourism in the host and supply countries. [5 marks]
- Q4. Discuss why tourists travel to indulge in tourism products. [5 marks]
- Q5. Briefly discuss how a product design contributes to the development of a new product. [5 marks]
- Q6. Discuss the advantages of developing a tourism product. [5 marks]

SECTION B: ANSWER ANY TWO QUESTION

- Q7. Discuss the main stages a destination undergoes in New-Product Development. [20 marks]
- Q8. Discuss any TEN Kenya's tourism products. [20 marks]
- Q9. Discuss the strategies that can be used by developing countries in developing a destination product. [20 marks]
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