



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM & NATURAL RESOURCES  
MANAGEMENT  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 132**

**COURSE TITLE: TOURISM DESTINATION  
MANAGEMENT**

**DATE: 6<sup>TH</sup> DECEMBER 2018**

**TIME: 0830 – 1030HRS**

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**INSTRUCTION TO CANDIDATES**

This paper has two sections A & B.

Answer question **ONE** in section A and any **TWO** in section B.

## **SECTION A: ANSWER ALL QUESTIONS (25 MARKS)**

### **QUESTION ONE**

a) Define the following concepts as applied in tourism destination management

- i. Destination branding (1mark)
- ii. Destination management organizations (1mark)
- iii. Destination image (1mark)

b) Differentiate between comparative advantage and competitive advantage as used in destination competitiveness. (4marks)

c) Highlight the **THREE** goals of destination management that can help managers to realize sustainable tourism development (3marks)

d) Explain **THREE** visitor management strategies applied by managers in destination management. (3marks)

e) Outline various elements of a tourism destination (3marks)

f) Mr. Kingi has been appointed the county tourism director of Kilifi County, describe some of the strategies that he can use to effectively manage the county as a tourism destination so as to achieve sustainable tourism development that contributes significantly to the revenue of the county, conserves the natural and cultural attractions of the county and benefits the local community. (10marks)

## **SECTION B: ANSWER 3 QUESTIONS ONLY (45MARKS)**

### **QUESTION TWO**

a) Briefly explain the role of destination management organizations (6marks)

b) Describe the process of destination management (9marks)

### **QUESTION THREE**

a) Identify and explain any seven indicators of good destination management (7 marks)

b) Explain the benefits of destination branding to both the visitors and tourism marketers (8marks)

### **QUESTION FOUR**

A destination undergoes a series of stages during its lifecycle. Using the Tourism Area Life Cycle (TALC) model, describe the destination management life cycle (15marks)

### **QUESTION FIVE**

a) Briefly explain **THREE** destination management strategies that managers can apply in various destinations in Kenya (3marks)

b) A tourism destination is composed of basic elements that attract visitors and satisfy their needs during their stay. State and explain the elements that shape a destination's appeal (12marks)

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