



# **MAASAI MARA UNIVERSITY**

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

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 413**

**COURSE TITLE: CONTEMPORARY ISSUES IN  
TOURISM**

**DATE: 5<sup>TH</sup> DECEMBER, 2018**

**TIME: 0830 - 1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 4 printed pages. Please turn over.*

## SECTION A-25 MARKS

1.

### a) Use the case study below to answer questions in section A

Dubai is one of the seven emirates which make up the United Arab Emirates (UAE). It is small, less than 4000 square kilometres, sparsely populated and has an important oil industry. Within a very short time, Dubai has established itself as a major destination, particularly for city breaks and conference tourism, for a number of reasons, including the following:

\_ Its attractive all year round climate with temperatures ranging from 24°C to 40°C, little rainfall, and between 7 and 12 hours sunshine per day.

\_ Dubai is located relatively close to two major world tourism markets, namely Europe and Asia. It is around no more than 6 or 7 hours flying time from both regions.

\_ Dubai is the home base of one of the world's best airlines, Emirates. This has helped build up Dubai as a 'stopover' destination between Europe, Asia and Australasia, by which tourists can break their journey between these continents in Dubai.

\_ Dubai's role as a short-break stopover destination is further stimulated by the reputation of Dubai airport for its duty-free shopping.

\_ Dubai allows visitors to enjoy some elements of traditional middle-eastern culture while enjoying modern amenities in an atmosphere which represents 'comfortable exoticism'.

\_ The reputation of Dubai as a leading place for shopping tourism, offering particularly good deals on a range of products including gold, electrical goods, and computers.

\_ The wide range of unusual excursions offered by local inbound tour operators including the following:

- i. *Creek tours*
- ii. *Desert safaris*
- iii. *Dune driving*
- iv. *Camel riding*
- v. *Exploring the wadis*
- vi. *Sand skiing*
- vii. *Desert feasts*
- viii. *Bedouin village*
- ix. *Camel racing*
- x. *Horse racing*

Active promotion of Dubai by the high powered and well funded Tourism and Commerce Marketing (DTCM), which was created as recently as 1997. Its reputation as a cosmopolitan, sophisticated place of fun and entertainment makes it attractive to the economic elite of neighbouring countries and to expatriate workers throughout the Middle East.

For these reasons, Dubai has established itself recently as one of the fastest growing short-break city destinations in the world, although it does face some problems and obstacles notably:

- \_ the relatively high cost of living,
- \_ the very high summer temperatures which some tourists find too hot
- \_ lack of historical buildings and traditional atmosphere in this aggressively modern twenty first century city.

In addition to leisure tourism, Dubai has also developed its reputation as a destination for conferences. It has created a successful tourism industry in a very short time to help it diversify its economy. In doing so, it has pioneered a new, almost post-modern, style of recreational tourism incorporating entertainment, shopping, and strikingly designed luxury hotels. Given its desert setting it has much in common with Las Vegas, an oasis of fun in an unforgiving environment. It shows what can be achieved with great investment and clear government policies, but it may have difficulty sustaining its success in the light of growing competition and the global terrorist threat.

**Questions- Using the information above, answer the following questions**  
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- a) Identify what you consider to be the three most important reasons for the successful development of Dubai as a contemporary tourist destination, in recent years. **(3 marks)**
- b) Explain the potential issues involved when tourism develops at a rapid pace, as has happened in Dubai. **(6 marks)**
- c) Compare and contrast the characteristics and development of tourism, in Dubai and *in Kenya*. **(6 marks)**
- d) Imagine you have been appointed as a consultant to develop a sustainable tourism strategy for Dubai.
  - i. Identify the main threats for the sustainable development of tourism in Dubai in the future **(5 marks)**
  - ii. Suggest policy initiatives that could make the future development of tourism in Dubai more sustainable **(5 marks).**

## **SECTION B-45 MARKS**

2. Describe the service quality gaps as identified by the SERVQUAL model and state how they affect contemporary tourism service delivery **(15 marks)**
3. a) Describe the role of SMEs in contemporary tourism development and management **(7 marks)**  
b) What are the challenges facing tourism SMEs in Kenya today **(8 marks)**
4. a) Explain the concept of regionalism **(3 marks)**  
b) Assess the role of the East African Community in developing and promoting tourism in the region **(12 marks)**
5. a) Define the term knowledge based economy **(3 marks)**  
b) Explain the benefits of knowledge management to tourism industry **(12 marks)**

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