MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER
SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT
BACHELOR OF PARKS, RECREATION AND LEISURE MANAGEMENT

COURSE CODE: TRM 2205
COURSE TITLE: TOURISM PRODUCT DEVELOPMENT

DATE: 17.4.2019
10.30AM
TIME: 8.30-

INSTRUCTIONS TO CANDIDATES
SECTION A: ANSWER ALL QUESTIONS (25 MARKS)

Q. 1: Define Tourism Product Development  
(4 Marks)

Q. 2: Explain the following concepts:
  (a) Core elements in the tourism destination  
      (3 Marks)
  (b) Key elements that make up ‘place’  
      (3 Marks)

Q. 3: Briefly describe the tourism resource and its dynamic nature  
(6 Marks)

Q. 4: State the tourism attractions as a specific type of tourism resource  
(6 Marks)

Q. 5: Explain the structure and purpose of the product development within tourism industry in Kenya  
(3 Marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

Q. 6: Discuss the importance of planning at different levels in ensuring the quality of the tourism product development in Kenya as a destination  
(15 Marks)

Q. 7: Using relevant examples, identify existing opportunities of the tourism product development and innovation to the Kenyan youth  
(15 Marks)
Q. 8: Using Maasai Mara National Game Reserve as a unique example of a tourism destination, discuss the challenges that would be experienced by managers in managing product development

(15 Marks)

Q. 9: Explain in details the components of a tourism product in Kenya today

(15 Marks)

END