



MAASAI MARA UNIVERSITY

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

**SCHOOL OF TOURISM AND NATURAL RESOURCE
MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: NDTW 132
COURSE TITLE: TOURISM DESTINATION
MANAGEMENT**

DATE: 23. 4. 2019

TIME: 11.00AM - 1.00PM

Instructions

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: ANSWER QUESTION ONE (25 MARKS)

QUESTION ONE

- a) Define the term Tourist Destination (2mks)
- b) Explain the meaning of sustainable tourism development (2mks)
- c) Using a well labeled diagram explain how to achieve sustainable tourism. (5mks)
- d) Differentiate between dispersal mechanism and concentration mechanism. (4mks)
- e) Outline **FOUR** conditions that make a destination unique and different from the others. (4mks)
- f) Highlight and explain **FOUR** visitor management strategies that can be used in destination management. (8mks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

QUESTION TWO

- a) Give a brief understanding of Destination Management Organizations (6mks)
- b) Explain three roles of Destination Management Organizations. (9mks)

QUESTION THREE

Destinations contain a number of basic elements which attract the visitor and satisfy their needs. Using examples explain **SIX** of these elements. (15mks)

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. (15mks)

QUESTION FIVE

Destination management is a continuous process where end products feed into the beginning of a new cycle. Explain the process followed in the management of a destination. (15mks)

QUESTION SIX

Assuming you have been invited to a conference to teach people about marketing a destination, what are some of the strategies you will include in your presentation? (15mks)

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