



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: NDTW 137

COURSE TITLE: SUSTAINABLE DESTINATION DEVELOPMENT

DATE: 24.4.2019

TIME: 2.30PM - 4.30PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **THREE** questions
2. Do not forget to write your Registration Number

SECTION A: ANSWER ALL QUESTIONS (40MKS)

1. a) Explain the relationship between sustainable development and sustainable tourism **(1mark)**
b) Explain the indicators of sustainable development in a tourism environment. **(4 marks)**
2. Highlight and explain any five forms of sustainable tourism. **(5marks)**
3. a) Define the term product life cycle **(2marks)**
b) Explain different stages of a product life cycle while indicating on how to attain market sustainability at each stage. **(8marks)**
4. a) Outline any three sources of obtaining new product ideas . **(3marks)**
b) Describe various product planning and development steps that tourism destination managers have to follow before launching a new product into the market. **(7marks)**
5. Using “5As” concept of tourism facilities and services, explain how to arrive on sustainability at a particular tourism destination. **(5marks)**
6. a) What is a niche market **(1mark)**
b) Outline how to find a niche market in a bloated market environment. **(4marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30MKS)

7. a) Explain different types of promotion mix that you can consider to market your destinations products . **(8 marks)**
b) Explain factors to consider in determining a promotion mix **(7 marks)**
8. Explain different pricing strategies that destination marketers use in pricing their products **(15 marks)**
9. Discuss principles of sustainable tourism development **(15 marks)**

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