

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2014/2015 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 218**

**COURSE TITLE: TOURISM PRODUCT**

**DEVELOPMENT**

**DATE: 26TH AUGUST 2015 TIME: 8:30AM – 10.30AM**

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

***This paper consists of 2 printed pages. Please turn over***

Q1 (a) Explain the concept of pull and push factor as advocated by a number of scholars in tourism **(6marks)**

(b). Explain some of the loses a destination will experience if it does not embark on continuous development of tourism products **(5marks)**

(c). Explain some of the strategies that a destination can use to market itself products  **(7marks)**

(d) Explain why a tourism firm will embrace and encourage product innovation  **(7marks)**

1. Tourism products just like any other product in the market have a life span. Discuss this statement **(15 marks)**
2. Using practical examples in Kenya or elsewhere in Africa, discuss the Doxey irritation index. **(15 marks)**
3. No matter what type of a product is under development an organization requires some mechanisms or process by which to evaluate the ideas and when appropriate translate them into commercial product. Using illustrations discuss this statement **(15 marks)**
4. Discuss the various scenarios that could cause the actual results of a project execution to be significantly different from the conclusion of the feasibility study **(15marks)**

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