



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE
(TOURISM MANAGEMENT)

HTM 852: DESTINATION MANAGEMENT AND MARKETING

DATE: Wednesday, 20th December, 2017

TIME: 9.00 a.m. - 12.00 p.m.

INSTRUCTIONS:

Answer **ALL** questions in Section A and any **TWO** questions in Section B.

SECTION A

Question 1

- a) Describe the challenges of positioning intangibles (10 marks)
- b) Explain the role of image in tourists' travel decision making processes. (10 marks)

SECTION B

Question 2

Describe the process of destination branding and its advantages for Kenya as a destination.

(20 marks)

Question 3

Critique the role of Destination Management and Marketing organization in Kenya.

(20 marks)

Question 4

Using the key indicators, explain the state of competitiveness in your country.

(20 marks)

Question 5

With relevant examples, components of monitoring destination performance.

(20 marks)