



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF  
SCIENCE IN HOSPITALITY MANAGEMENT**

HTM 310 – DESTINATION MANAGEMENT

DURATION: 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a) Explain the fundamental concepts of tourism destination planning and development. (5 marks)
- b) Highlight five elements of a tourism destination. (5 marks)
- c) Account for the importance of tourism destination management and planning. (10 marks)
- d) Explain five elements of a tourism destination plan. (10 marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a) With the use of a model, illustrate the tourist destination lifecycle. (10 marks)
- b) Examine unique destination attributes that Kenya can capitalise on so as to achieve destination competitiveness. (10 marks)

### **QUESTION THREE (20 MARKS)**

Discuss the tourism destination planning process. (20 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Appraise five strategies that tourism destinations adopt in order to achieve sustainability. (10 marks)
- b) With relevant examples, examine the seven-stage theory on the formation of destination image. (10 marks)