



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF

SCIENCE IN HOSPITALITY MANAGEMENT.

HTM 415-TOURISM RESOURCE 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. Describe nature of tourism resources. (5 marks)
- b. Explain five ways in which a community can analyse tourism resource that can be sold. (5 marks)
- c. Outline four benefits of tourism resource management. (4 marks)
- d. Explain the relevance of the following tourism resource management. (12 marks)
 - i. Carrying capacity
 - ii. Risks
 - iii. Poverty
 - iv. Restoration
- e. Discuss one importance of environmental impact assessment (EIA). (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Describe the following approaches in resource management. (20 marks)

- i. Ecological
- ii. Economic
- iii. Technological
- iv. Sustainability

QUESTION THREE (20 MARKS)

In resource appraisal for tourism there is a lot to be done before a product service or resource is market.

- a. How does estimating demand and supply determination inform marketing of resources. (10 marks)
- b. Describe five (5) key informants on resource evaluation and what is their role in the exercise. (10 marks)

QUESTION FOUR (20 MARKS)

Discuss the process of putting a resource into the tourism market using the following contexts. (give appropriate examples).

- a. Commodification. (5 marks)
- b. Commercialisation. (5 marks)
- c. Sustainability. (5 marks)
- d. Technology. (5 marks)