GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM MANAGEMENT (TOURISM OPTION)

COURSE CODE: BSTT 205

COURSE TITLE: TOURISM PRODUCT DEVELOPMENT

DATE: 09 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

Savannah Trails Eco-Experiences Ltd. is a medium-sized tourism enterprise operating in Narok County near the Maasai Mara National Reserve. The company was established in 2016 and initially experienced rapid growth due to increasing international arrivals and strong demand for wildlife safaris.

The company currently offers the following tourism products:

- 3-day and 5-day wildlife safari packages
- Cultural village tours in partnership with the local Maasai community
- Eco-lodge accommodation (25 rooms)
- Balloon safari experiences
- Nature photography tours

Between 2018 and 2021, the company operated at high occupancy rates. However, in the last three years, performance has steadily declined. The management has identified several issues:

1. Safari packages have remained unchanged for years and are similar to competitor offerings.

2. Online presence is weak, with no integrated digital booking system.

3. Customer reviews indicate that cultural experiences feel staged and lack authenticity.

4. Waste disposal practices at the eco-lodge have attracted criticism from environmental groups.

5. The local community claims limited involvement in decision-making and unequal benefit-sharing.

6. Prices have increased, yet perceived value has declined.

7. Management has not conducted formal market research since 2020.

8. Competitors are offering personalized packages and smart tourism experiences.

As a result:

- International bookings have declined by 25%.
- Repeat visitation has reduced significantly.
- Customer satisfaction ratings have dropped from 4.6 to 3.8 out of 5.
- Employee morale has also started to decline due to uncertainty about the future.

The Board of Directors has commissioned a tourism product review and has requested recommendations grounded in tourism product development principles.

SOURCE: Lecturer

a) Using the case above, explain **five** components of a tourism product that are evident in Savannah Trails Eco-Experiences Ltd. **[10 Marks]**

b) Using evidence from the case, describe **five** features of the stage of the Tourism Product Life Cycle (TPLC) in which the company's safari packages are currently operating. **[10 Marks]**

c) Recommend **five** sustainable tourism product development strategies that would address the environmental concerns identified in the case. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) Explain **five** characteristics of tourism products. **[10 Marks]**

b) Explain **five** types of tourism products with relevant examples from Kenya. **[10 Marks]**

Question three

a) Explain **three** roles of public sector stakeholders in tourism product development. **[6 Marks]**

b) Describe the stages in the tourism product development process. **[14 Marks]**

Question Four

a) Explain **five** benefits of tourism product diversification in a destination. **[10 Marks]**

b) Describe **five** product rejuvenation strategies used in the decline stage of the Tourism Product Life Cycle. **[10 Marks]**

Question five

a) Explain **five** ways technology is transforming tourism product development. **[10 Marks]**

b) Explain **five** challenges affecting authenticity in tourism product development. **[10 Marks]**