SCHOOL OF PROFESSIONAL STUDIES
BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE: BTM 313: MEDIA RELATIONS FOR TOURISM (MAIN EXAM)

AUGUST – DECEMBER, 2018 END SEMESTER EXAM - TIME: 2 HOURS

*INSTRUCTIONS: Answer question **ONE (Compulsory)** and any other **TWO** questions.*

QUESTION ONE

a) Highlight five functions of media relations in promoting tourism in the 21st century **(5MARKS)**
b) Discuss six ethical considerations to be applied by media relations practitioners in executing tourism services **(12 MARKS)**
c) Assess five challenges of media relations practices in the global village today **(10 MARKS)**
d) State three media tools that can be used in tourism marketing and promotion **(3 MARKS)**

QUESTION TWO

Discuss how one can choose a satisfying destination through the application of self congruity theory **(15 MARKS)**

QUESTION THREE

a) Describe two ways in which social media can contribute to achievement of tourism stakeholder goals**. (5 MARKS)**
b) Clearly illustrate how market generated content and user generated content of social media sites are related with destination branding **(10 MARKS)**

QUESTION FOUR.

Assume your work as a marketing executive at **KENYA TOURISM BOARD.**

a) Briefly discuss the procedure you could apply in formulation of a social media marketing strategy **(6 MARKS)**
b) State and explain three ways you can use the media to manage the negative perception of tourism Kenya as a destination due to **terrorist** attacks. **(9 MARKS)**

QUESTION FIVE

a) Evaluate five practices of international media organisations in promoting tourism organizations globally **(10 MARKS)**
b) Discuss three media scares that may affect international tourism business **(5 MARKS)**