



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4407: DOMESTIC TOURISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) i) Who is a domestic tourist? **(2 marks)**
ii) What motivates a domestic tourist? **(8 marks)**
- b) Compare and contrast domestic tourism and international tourism. **(10 marks)**
- c) What are the principles underpinning domestic tourism development in Kenya. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Critically analyze the roles of the government and private investors in development of domestic tourism in Kenya. **(20 marks)**

QUESTION 3

You are the chair of a taskforce selected to look into various ways of development and promotion of domestic tourism in Kenya. What recommendations will you present to the Cabinet Secretary of Ministry of Tourism? **(20 marks)**

QUESTION 4

What lessons can Kenya learn from the USA and Australia that can help it in accelerating the growth of domestic tourism? **(20 marks)**

QUESTION 5

- a) Describe the trends in domestic tourism in Kenya. **(10 marks)**
- b) Explain the role of technology in developing domestic tourism. **(10 marks)**