



**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*

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**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)**