



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM)

BHT 4407: DOMESTIC TOURISM

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: SEPTEMBER 2017

TIME: 2 HOURS

DATE: Pick Date SEPTEMBER 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 Marks

QUESTION ONE

- a) Establish obstacles to the development of Domestic Tourism (8 marks)
- b) Explain government reasons for promoting and encouraging domestic tourism in destinations (8 marks)
- c) Briefly explain external factors that propel domestic tourism in a destination (8 marks)
- d) Establish the future of domestic tourism (6 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the Key issues that the Ministry of Tourism through Kenya Tourism Board (KTB) should consider in kick-starting the development of domestic tourism (20 Marks)

QUESTION THREE

Discuss the importance and contribution of domestic tourism to Kenya's economy

(20 Marks)

QUESTION FOUR

You have been appointed as the Mombasa County executive in charge of tourism.

Enumerate on strategies of developing domestic tourism in the region

(20 Marks)

QUESTION FIVE

Enumerate various methods by which host governments dependent on tourism can overcome seasonality of tourism demand using domestic tourism

(20 Marks)