



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 S13)

BHT 4407: DOMESTIC TOURISM

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

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 POINTS

QUESTION ONE

- a) Relate Domestic Tourism to international Tourism (6 marks)
- b) Briefly describe the unique attributes of domestic tourism (8 marks)
- c) Discuss the importance of Domestic Tourism to a destination (8 marks)
- d) Explain the Domestic Tourism markets (8 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Little attention has been drawn to domestic tourism in Kenya. Discuss (20 Marks)

QUESTION THREE

Domestic tourism may enhance and improve a destination area's Socio-economic, cultural, and environmental well-being'. Discuss using actual examples (20 Marks)

QUESTION FOUR

The 'Kenya tourism Bill 2010' has profound impact on the development of domestic tourism. Discuss (20 Marks)

QUESTION FIVE

Assume you are the managing director of Kenya Tourism Board. *Explain strategies you would propose for promotion of Domestic tourism in Kenya.* (20 Marks)

