



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 AUG 21)

HHT 4412: DOMESTIC TOURISM

END OF SEMESTER EXAMINATION

SERIES: MAY 2025

TIME: 2 HOURS

DATE: MAY 2025

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) Explain the significance of domestic tourism in the Kenyan context (10 Marks)
- b) Identify and explain factors that influence domestic tourism participation in Kenya.
(10 Marks)
- c) Identify and Name five tourist destinations in Kenya that are popular among domestic tourists and explain why they are popular
(10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Discuss the challenges facing the growth of domestic tourism in Kenya while suggest possible solutions (10 Marks)
- b) Explain measures the Kenyan government put in place to promote domestic tourism (10 Marks)

QUESTION THREE

- a) Discuss factors that influence the decision-making process of domestic tourists in Kenya (10 Marks)
- a) Discuss five emerging trends in the growth and development of domestic tourism in Kenya (10 Marks)

QUESTION FOUR

- a) Discuss FIVE marketing strategies you would put in place in order to market domestic tourism in Kenya (10 Marks)
- b) Explain any 10 attributes of a domestic tourism holiday tourist (10 Marks)

QUESTION FIVE

- a) Explain ways in which domestic tourists in Kenya can contribute to the conservation of natural resources (12 Marks)
- b) With use of examples, differentiate between macro and micro domestic tourism (8 Marks)