



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 2021)

HHT 4412: DOMESTIC TOURISM

END OF SEMESTER EXAMINATION

SERIES: MAY 2025

TIME: 2HOURS

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) Discuss threats to domestic tourism promotion and development in Kenya (10 marks)
- b) Explain factors influencing domestic tourism development in developing nations (10 marks)
- c) Analyze the strengths available for the tourism industry on the promotion of domestic tourism in Kenya (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the impact of technology invention in the growth and development of domestic tourism in Kenya (10 Marks)

Elaborate way the government has used technology to promote domestic tourism in Kenya (10 Marks)

QUESTION THREE

- a) Analyze the following policy documents on their role on Domestic tourism promotion and development

Vision 2030 (5 marks)

Kenya tourism Agenda (5 Marks)

- b) Critique this statement “Domestic tourism is less evil than international tourism” (10 marks)

QUESTION FOUR

- a) Using examples, Discuss the strategies required in the promotion and development of Domestic tourism in Kenya (10 marks)
- b) Explain sustainable tourism practices that domestic tourists can adopt in Kenya (10 marks)

QUESTION FIVE

- a) Enumerate and discuss cultural experiences domestic tourists enjoy in Kenya (10 Marks)
- b) Explain ways domestic tourists in Kenya stay safe during their travels (10 Marks)