



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4103**

**COURSE TITLE: DOMESTIC TOURISM**

**DATE: 6<sup>TH</sup> DECEMBER 2019**

**TIME: 8.30-10.30AM**

---

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

*This paper consists of 3 printed pages. Please turn over.*

**SECTION A- 30 marks**

- 1)
  - i. Define the term domestic tourism clearly distinguishing it from other forms of travel **(2marks)**
  - ii. Explain any 2 push and 2 pull factors affecting domestic tourism in Kenya **(4 marks)**
  - iii. With use of examples, differentiate between interpersonal and intrapersonal constraints to domestic tourism **(6 marks)**
  - iv. Briefly describe any six benefits of monitoring domestic tourism activities **(6 marks)**
  - v. Explain any six factors to consider while profiling the domestic tourist **(6 marks)**
  - vi. Describe the role of the county government in developing and promoting domestic tourism in Kenya **(6 marks)**

**SECTION B- 40 marks**

- 2) i) The third medium term plan 2018-2022 of Vision 2030 mandates the county governments to identify and utilize existing and potential local attractions to develop and promote domestic tourism. What are the possible challenges that counties would experience in implementing this plan. **(10 marks)**
  - ii) Assume you are the director of tourism for county X, suggest possible strategies of mitigating the challenges mentioned above. **(10 marks)**
- 3) i) With the use of examples, discuss the drivers of domestic tourism within destinations globally. **(10 marks)**
  - ii) Describe the significance of domestic tourism to a destination **(10 marks)**
- 4) i) Evaluate the role of Tourism Regulatory Authority in monitoring and evaluating domestic tourism in Kenya **(10 marks)**
  - ii) What are the challenges faced in measuring domestic tourism performance in any destination in the world **(10 marks)**
- 5) i) Discuss the historical development of domestic tourism destinations in the world **(10 marks)**
  - ii) Evaluate the policy framework for domestic tourism in Kenya **(10 marks)**

.....**End**.....