



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 4103

COURSE TITLE: DOMESTIC TOURISM

DATE: 1ST APRIL, 2022

TIME: 1430-1630

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. With use of examples, differentiate between interpersonal and intrapersonal constraints to participation in domestic tourism **(6 marks)**
 - ii. Explain any six factors to consider while profiling the domestic tourist **(6 marks)**
 - iii. Describe any six recommendations from the domestic tourism recovery strategy **(6 marks)**
 - iv. Identify any six push and six pull factors influencing participation in domestic tourism in Kenya **(6 marks)**
 - v. Explain the role played by the now defunct domestic tourism council in the historical growth and development of domestic tourism in Kenya **(6 marks)**

SECTION B- 40 marks

- 2) Domestic tourism is more resilient than international tourism and has often been used as a recovery strategy in times of crisis. Discuss this statement in light of the corona pandemic. **(20 marks)**
- 3) 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. **(10 marks)**
 - ii) Assume you are the county director of tourism for county X, suggest possible strategies of mitigating these challenges **(10 marks)**
- 4) 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)**
- 5) 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)**

/////End/////