



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND HOSPITALITY**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4140-1**

**COURSE TITLE: DOMESTIC TOURISM**

**DATE: 7/12/2023**

**TIME: 1100-1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer all questions in **SECTION A** and any other two in **SECTION B**

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## **SECTION A-20 MARKS**

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### **Question 1**

- a) As a producer of various domestic products, illustrate how you would competitively package and sell your product to a tour operator. **(4 Marks)**
- b) Briefly explain **FOUR** policies that would shape the future of domestic tourism in Kenya. **(4 Marks)**
- c) Domestic tourism fuels regional's social, cultural and economic development. Briefly discuss. **(4 Marks)**
- d) Illustrate **FOUR** mitigation strategies you would employ to factors threatening sustainable domestic tourism development in Kenya. **(4 Marks)**
- e) As a Tourism consultant, briefly examine factors that may facilitate the development of domestic tourism in your county. **(4 Marks)**

## **SECTION B: 30 MARKS**

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### **Question 2**

- a) As a tourism graduate, explain **FIVE** reasons why you would consider domestic tourism over other forms of tourism for your county. **(5 Marks)**
- b) If left unchecked, domestic tourism may destroy tourism. Examine. **(10 Marks)**

### **Question 3**

- a) Illustrate how you would ensure product development and quality assurance for domestic tourism products. **(5 Marks)**
- b) Discuss the role of the various players in sustaining domestic tourism resources in Kenya. **(10 Marks)**

### **Question 4**

- a) Explain **FIVE** policy gaps that need to be addressed in an effort to shape the future of domestic tourism in Kenya. **(5 Marks)**
- b) Analyse **FIVE** strategies that Tourism Regulatory Authority employs in an effort to regulate and monitor domestic tourism in Kenya. **(10 Marks)**

### **Question 5**

- a) As a travel agent operating in Nairobi, and having a focus on domestic tourism market, examine **FIVE** competitive segmentations you would adopt in an effort to position your company in the globally competitive industry. **(15 Marks)**

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