



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**School of Business and Economics  
Department of Tourism and Management**

**BTM 3430: Domestic Tourism**

**Year 4 Semester 2 Examination**

**INSTRUCTIONS TO CANDIDATES**

Answer question one and any other two questions from this paper

### **Question one**

- i. List three major characteristics of domestic tourism (3 Marks)
- ii. There does not exist a universally accepted definition of the term “domestic tourism”, however several elements are common in a majority of the definitions. Identify and explain the elements (2 Marks)
- iii. Which are the major factors affecting local demand for domestic tourism in Kenya? (5 Marks)
- iv. Identify at least 10 obstacles that face households’ involvement in domestic tourism (5 Marks)
- v. Highlight the critical activities that should be included in a domestic tourism promotion programme. (5 Marks)
- vi. Identify and explain five consequences of domestic tourism that are drawn from its characteristics (10 marks)

### **Question two**

Compare and contrast the general state of domestic tourism industry in developed and developing countries (20 Marks)

### **Question three**

Outline and explain the benefits that a country would enjoy by having a strong domestic tourism industry (20 Marks)

### **Question four**

After graduating with a Bachelor’s degree in International Tourism, you get an appointment as the cabinet secretary in charge of Tourism in Kenya. One of your major responsibilities is to develop a ‘stronger’ domestic tourism industry for the country. Identify the strategies that you would use in carrying out your task. Explain how you would implement each of the strategies and the likely results. (20 Marks)

