



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 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: 2ND DECEMBER, 2022

TIME:1430-1630

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A- 30 marks

1.

i. Case study

Domestic tourism is the key driver of the tourism sector globally, accounting for 73% of total Travel & Tourism spending in 2019. Below are case studies from selected countries according to WTTC research.

JAPAN

The tourism industry in Japan is primarily driven by domestic leisure travelers who account for 82% of the tourism spending. This is attributed to government effort in developing relevant strategies by; selecting attractive local themes/stories such as hot springs, food, history and nature; formation of sight-seeing routes and establishment of destination marketing destinations. For example, local communities are encouraged to specialise in producing one high value traditional product through the “one village, one product movement” by the government. This is done while promoting international events as part of the multi-faceted tourism strategy thus enabling Japan to develop and grow further as a popular destination.

CHINA

China has been extremely successful in fostering domestic tourism, outperforming all other countries in domestic spending growth. Domestic tourism has expanded at an extra-ordinary rate since travel restrictions were removed in 1980. The government’s Economic liberalization policies improved workers’ salaries hence expanding the middle income bracket. Furthermore, the, introduction of a five-day working system allowed a large number of people to take holidays. The Chinese government has also invested in the development of an expansive road, rail network and air network throughout the country. The well-developed air infrastructure accommodates the expansion of low budget carriers. Low levels of passport ownership among the population, further fuel the growth of domestic tourism as most people can only travel within its borders. In effect, only 9% of the population in China has been issued a passport to date.

Use the information above to answer the questions a to d, below :

- a) Explain five facilitators of domestic tourism as is illustrated in the cases above

(5 marks)

- b) Describe the role of governments in developing a strong domestic destination **(5 marks)**
- c) Explain the role of host communities in developing domestic tourism **(5 marks)**
- d) You have been appointed as the Minister for tourism and wildlife for Kenya;
- i) Describe any five strategies that you can put in place to further grow domestic tourism in Kenya **(5 marks)**
- ii) Briefly describe the role of domestic tourism in achievement of the Kenya's Vision 2030 **(5 marks)**
- iii) Explain any five challenges faced when monitoring domestic tourism **(5 marks)**

SECTION B- 40 marks

2. Domestic tourism is the backbone of tourism in a destination. Discuss **(20 marks)**
3. Describe the role of research and information in managing and promoting domestic tourism **(20 marks)**
4. Analyse the pull and push factors for domestic tourism in Kenya **(20 marks)**
5. Critique the contribution of Kenya' tourism policy and plans to the growth and development of its domestic tourism **(20 marks)**

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