

MACHAKOS UNIVERSITY
SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT
DEPARTMENT HOSPITALITY MANAGEMENT

UNIT NAME: CULTURAL AND HERITAGE TOURISM

UNIT CODE: BTM 378

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

THIRD YEAR SUPPLEMENTARY/SPECIAL EXAM – JULY 2019

TIME: TWO HOURS

INSTRUCTIONS:

THIS PAPER COMPRISES OF FIVE QUESTIONS.

SECTION ONE IS COMPULSORY

SECTION TWO: ANSWER ANY TWO QUESTIONS

SECTION 1

1. a. Define the following terms as used in the study of cultural and heritage tourism (10 marks)
 - i. Culture
 - ii. Culture shock
 - iii. Norms
 - iv. Values
 - v. Folkways
- b. Outline 8 distinguishing features of cultural tourism (8 marks)
- c. Outline five motives for pilgrimage tourism (5 marks)
- d. Outline 7 characteristics of culture (7 marks)

2.
 - a. Discuss five associations that exist between tourism and culture (10 marks)
 - b. Discuss factors that have facilitated the growth of cultural tourism. (10 marks)
3.
 - a. Discuss the Significance of Cultural and Heritage Tourism (10marks)
 - b. Describe five types of cultural heritage attractions. (10 marks)
4.
 - a. Describe the 3 most common ways of segmenting the cultural tourists (15 marks)
 - b. Outline five types of cultural tourists (5marks)
5.
 - a. Describe five most commonly used techniques for managing heritage visitors(10marks)
 - b. Discuss five sources of revenue for cultural heritage facilities (10marks)