



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN

HOSPITALITY AND TOURISM MANAGEMENT

BTM 378: CULTURAL AND HERITAGE TOURISM

DATE: 25/9/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a. Define the following terms as used in the study of cultural and heritage tourism
 - i. Culture
 - ii. Culture shock
 - iii. Norms
 - iv. Values
 - v. Folkways (10 marks)
- 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 (10 marks)
- 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 (5 marks)
5. a. Describe five most commonly used techniques for managing heritage visitors (10 marks)
- b. Discuss five sources of revenue for cultural heritage facilities (10 marks)