



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 378-3: CULTURE AND HERITAGE TOURISM

DATE: 10/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in the study of cultural and heritage tourism (10 marks)
- i) Culture
 - ii) Heritage
 - iii) Cultural Tourism
 - iv) Cultural lag
 - v) Cultural relativism
- b) Using examples differentiate between material and non material culture (4 marks)
- c) List five sites that can be identified as sacred sites (5 marks)
- d) Identify four support services for heritage tourism (4 marks)
- e) Identify seven world heritage sites in Kenya (7 marks)

QUESTION TWO (20 MARKS)

- a) Describe six criteria that attractions sites must meet in order to make it to the world heritage list (12 marks)
- b) Describe the five types of cultural tourists basing on the importance of visiting cultural attractions against the experience sought (8 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the five association that exists between culture and tourism (10 marks)
- b) Describe the measures that need to be put in place in order to maintain authenticity and meet tourists expectations. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss four assessment criteria that is used in assessing cultural attractions (12 marks)
- b) Describe four tools and techniques that can be used to manage visitors in heritage sites (8 marks)

QUESTION TWO (20 MARKS)

- a) Describe the motivation for cultural and heritage travel (10 marks)
- b) Discuss five negative impacts of Tourism on culture (10 marks)