MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 378-3: CULTURE AND HERITAGE TOURISM

DATE: 9/8/2021   **TIME: 8.30-10.30 AM**

INSTRUCTIONS:

Answer question one in Section A and any two in section B

SECTION A:

QUESTION ONE (30 MARKS)

a)   Highlight 7 sites that can be recognized as sacred site   (7 marks)

b)   The ability for cultural products to be able to be tourism attractions is dependent on meeting a certain conditions. Analyze eight conditions that needs to be met for cultural products to be referred as tourism attractions   (8 marks)

c)   Describe the factors facilitating the growth of cultural tourism   (10 marks)

d)   A group of foreigners planning to come to Kenya, would like to visit fort Jesus Museum and other cultural and heritage attractions in the country. Explain five support services that they will require in the various sites to make their visit memorable   (5 marks)

SECTION B: SELECT ANY TWO QUESTIONS

QUESTION TWO (20 MARKS)

a)   Tourism contributes to a wide range of issues that undermine the quality of life of local residents. Such issues include intrusion on daily life, loss of privacy, and a sense of crowding among others. Propose seven ways through which the negative impacts of tourism on culture can be mitigated   (14 marks)

b)   Examine 3 risks that are associated with successful non authentic attractions like theme parks, casinos, water ways parks which are majorly found in the urban areas.   (6 marks)

QUESTION THREE (20 MARKS)

a) It has been said by a number of authors that World heritage sites are significant to a tourism destination since they in some cases lead to increased publicity and increase in visitor numbers. However, this is not the case in Kenya as some of our heritage sites for instance Lake Turkana National Park, Mt. Kenya National Park, Lamu Old town and Mijikenda Kaya Forests are less popular than other sites not in the heritage list, for instance Masai Mara national reserve, Lakes Nakuru and Naivasha, the coastal beaches among others. Critically analyze the above scenario. (10 marks)

b) Cultural tourists are not all the same since there are different shades of motivation found in them. Describe the different kinds of tourists based on cultural tourists model by McKercher/du Cros (10 marks)

QUESTION FOUR (20 MARKS)

a) Different cultural and heritage attractions utilize different techniques in managing their visitors. Discuss five of such techniques and in each case identify Kenyan cultural and heritage attractions, and how they are applying the techniques. (15 marks)

b) Local residents are part of cultural and heritage and tourism product. Explain why it is important to manage them (5 marks)

QUESTION FIVE (20 MARKS)

Cultural and heritage can be used as a means of reducing poverty in rural areas discuss. Using real life examples critique the statement above