



MACHAKOS UNIVERSITY
University Examination for 2021/2022 Academic Year
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
THIRD YEAR SUPPLEMENTARY EXAMINATION FOR BACHELOR OF SCIENCE
(HOSPITALITY AND TOURISM MANAGEMENT)
BTM378-3: - CULTURE AND HERITAGE

DATE _____

TIME _____

INSTRUCTIONS: Answer Question One (Compulsory) and any other 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)