



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE

IN HOSPITALITY AND TOURISM MANAGEMENT

BTM 378: CULTURAL AND HERITAGE TOURISM

DATE: 16/4/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

THIS PAPER COMPRISES OF FIVE QUESTIONS.

SECTION ONE IS COMPULSORY

SECTION TWO: ANSWER ANY TWO QUESTIONS

SECTION ONE (30 MARKS)

1. a) Define the following terms as used in the study of cultural and heritage tourism
 - i. Culture
 - ii. Cultural lag
 - iii. More
 - iv. Cultural leveling
 - v. Ethnocentrism (10 marks)
- b) Types of museums vary, from large institutions, covering many of the categories, to very small institutions focusing on a specific subject, location, or a notable person. List Eight forms of museums (8 marks)
- c) Outline five motives for pilgrimage tourism (5 marks)

- d) Describe seven demographic and psychographic characteristics that affect demand for cultural and heritage tourism (7 marks)

SECTION TWO

2. a) Describe five characteristics of 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 the criteria to be met to brand cultural products as tourist attractions with the ability to attract visitors. (10 marks)
4. a) Discuss five cultural attraction mix strategies required to create a successful and attractive cultural package/product for tourism consumption (15 marks)
b. Discuss five impact of tourism on culture (5 marks)
5. a) Discuss the significance of world heritage sites to a tourism destination(10 marks)
b) Discuss five sources of revenue for cultural heritage facilities (10 marks)