



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF HOSPITALITY MANAGEMENT

BTM 376-3: SOCIOLOGY FOR TOURISM MANAGEMENT

DATE: 23/9/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Section A: Answer All Questions in this Section

1. a) Define the following terms; (6 marks)
 - i) Culture
 - ii) Morals
 - iii) Values
 - iv) Norms
 - v) Folkways
 - vi) Tribe
- b) Explain **FOUR** common characteristics of culture (8 marks)
- c) Describe **THREE** concepts of culture (6 marks)
- d) Explain **FIVE** components of culture (10 marks)

SECTION B: ANSWER ANY TWO QUESTIONS OF CHOICE 40 MARKS

2. a) Discuss the dynamic interaction between tourism and cultural heritage(10 marks)
- b) Assess cultural differences as a tourism resource (10 marks)
3. a) Evaluate the impacts of commodification and commercialization of cultural resources (10 marks)

- b) Distinguish the effects of tourism to Mombasa county and Narok County and elaborate the issues emerging (10 marks)
4. a) Discuss any **TWO** theories of Host perception and response to tourism citing their applicability in Kenya (10 marks)
- b) With the use of Smith's tourist typology, explain FIVE categories of tourism (10 marks)
5. a) Discuss tourism as a tool for international relations and diplomacy (10 marks)
- b) Assess culture as a tool for sustainable development (10 marks)