



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT
(DTM)

BHT 2305: CULTURE AND TOURISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) What are features of cultural tourism? **(10 marks)**
- b) Highlight any **FIVE** disadvantages of cultural tourism. **(10 marks)**
- c) Highlight **FOUR** steps to implement a successful and responsible cultural tourism. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss challenges faced in developing cultural tourism. **(20 marks)**

QUESTION 3

Select a community in Kenya and describe its culture. **(20 marks)**

QUESTION 4

Describe the roles of different stakeholders in cultural tourism. **(20 marks)**

QUESTION 5

Explain the various strategies used in development and promotion of cultural tourism. **(20 marks)**