



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

(BSTM S13)

BHT 4410: NATURE AND CULTURAL INTERPRETATION

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES SEPT. 2017

TIME:2HOURS

DATE:Pick Date Sep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. AttemptChoose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain the concept interpretation (2 marks)
- b) Explain SIX reasons for interpretation in the context of nature and cultural tourism. (12 Marks)
- c) Explain benefits of interpretation to visitors to a heritage site (16 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain FOUR ways through which tourists receive and learn information through interpretation at a nature and/or cultural heritage site. (8 marks)

- b) Explain SIX different ways through which learning may take place in the course of a tourists experience with interpretation at an attraction (12 marks)

QUESTION THREE

- a) Explain the advantages and disadvantages of THREE common design layout types for self-guided trails within a natural attraction site (10 marks)
- b) Explain advantages and disadvantages of using pamphlets as medium of interpretation within a natural heritage site (10 marks)

QUESTION FOUR

- a) Gede ruins, a heritage site located in Kilifi County wishes to improve its visitor experience by retooling community guides that provide interpretation at the attraction, develop a simple checklist that you would use to evaluate the guides' capacity before a training program can be developed for them (20 marks)

QUESTION FIVE

- a) Explain TEN salient factors to consider when developing nature and heritage site trails for people living with physical disability (20 marks)