



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 S15)

BHT 4205: CULTURE AND HERITAGE TOURISM

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

1. a) Define and distinguish the following: (12 Marks)

- i. Cultural tourism and Heritage tourism
- ii. Cultural motivated tourists and Cultural inspired tourists
- iii. Tangible cultural assets and Intangible cultural assets

b) Outline **eight impacts of cultural tourism at a destination (8 Marks)**

c) Describe **five key challenges facing the development of cultural and heritage tourism products in Kenya (10 Marks)**

SECTION B(Answer only TWO questions)

QUESTION TWO

2 a) Explain **five** ways the development of cultural and heritage tourism should involve both the psychological and physical aspects of culture. (10 Marks)

b) Define the term: “life seeing”. Then explain how “life-seeing” can enhance cultural and heritage tourism anywhere in Kenya (10 Marks)

QUESTION THREE

3. Culture and heritage tourism is about sharing and exchanging experiences between hosts and visitors.

a) Outline **five** indicators that would indicate when a cultural experience is too much for a visitor.

(10 marks)

b) Give **five** reasons to explain why cultural experience should or should not be determined by how much a tourist pays (10 marks)

QUESTION FOUR

4. “A cultural resource commoditized for the sole purpose of tourist attraction loses its authenticity”. Discuss (20 marks)

QUESTION FIVE

5. Outline 10 ways to show how cultural and heritage tourism can contribute significantly to rural development in Kenya? (20 Marks)