



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION

DIPLOMA IN TOURISM MANAGEMENT (DTM)

BHT 2206: CULTURE AND TOURISM

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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

- a) Explain the following concepts (10 marks)
 - i. Culture
 - ii. Heritage
 - iii. Norms
 - iv. Authenticity
 - v. Commodification
- b) Explain the psychographic characteristics of culture and heritage tourists (10 Marks)
- c) Describe FIVE (5) attributes of culture (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Describe TEN characteristics of culture that makes it a resource for tourism (20 marks)

QUESTION THREE

- a) Describe factors that can hinder development of cultural and heritage tourism in a destination such as Kenya (10 marks).
- b) Describe the typical activities of cultural and heritage tourists visiting Kenya (10 marks)

QUESTION FOUR

- a) “Cultural and heritage tourism can contribute significantly to the socio-economic development of a community” Explain the justification for this statement (20 marks)

QUESTION FIVE

- a) Explain FIVE (5) ways in which cultural elements can be a hindrance to tourism (10 marks)
- b) Explain FIVE (5) ways in which tourism and culture are associated as anthropocentric phenomenon (10 marks)