



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN TOURISM MANAGEMENT (DTM S24)
BHT 2206 CULTURAL TOURISM
END OF SEMESTER EXAMINATION
SERIES: APRIL 2025 TIME:2HOURS
DATE:

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

QUESTION ONE (30 MARKS)

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| a). Explain five ways which allows people to communicate abstract thoughts | 10 marks |
| Highlight five disadvantages of ethnocentric person in a society | 10marks |
| Explain five components of culture in Tourism perspective | |

SECTION B (Answer only TWO questions)

QUESTION TWO (20 MARKS)

Describe five importance of culture Leveling in our modern society

Explain five essential characters that authentically can explain the culture of a place

QUESTION THREE (20 MARKS)

Explain five importance of tourists -hosts encounters in a destination

Explain five advantages of cultural diversity in a tourist destination

QUESTION FOUR (20 Marks)

1a Describe the six criteria which should be met for a cultural product to qualify as an attraction

12 marks

Explain four features of serendipitous cultural Tourism

10marks

QUESTION FIVE (20 MARKS)

Cultural tourism puts emphasis on the contest of what people do when they are travelling rather than how they actually get there and where they stay while they are there. DISCUSS