



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM  
AND HOSPITALITY MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 4104**

**COURSE TITLE: CULTURAL AND HERIATGE  
TOURISM**

**DATE: 7<sup>TH</sup> DECEMBER, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section A and any other **TWO** in section B.

*This paper consists of 2 printed pages. Please turn over*

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION. (30 MARKS)**

- 1 a) Discuss five roles of anthropologist in cultural and heritage tourism. **(5 Marks)**
- b) Critically analyze five importance of cultural diversity. **(5 Marks)**
- c) Expound on five threats to cultural tourism. **(5 Marks)**
- d) Elucidate seven economic impacts of cultural and heritage tourism. **(7 Marks)**
- e) Explain four efforts made by the government of Kenya in planning for cultural tourism development. **(8 Marks)**

**SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS**

- 2 a) Expound on the key cross-cultural features in cultural and heritage tourism. **(10 Marks)**
- b) Critically analyze the cultural and heritage tourism products in Kenya. **(10 Marks)**
- 3 a) Give a critique on the importance of interpretive services in cultural tourism. **(10 Marks)**
- b) Critically deliberate on the significance of acquiring World Heritage Sites. **(10 Marks)**
- 4 a) Expound on various factors that led to the growth articulation between cultural and tourism. **(10 Marks)**
- b) Cultural tourism is a double-edged sword, critique this statement. **(10 Marks)**
- 5 a) Elucidate the challenges that face the development, marketing and promotion of cultural tourism in Kenya. **(10 Marks)**
- b) Discuss the major trends in cultural and heritage tourism in Kenya. **(10 Marks)**

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