



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 4104

**COURSE TITLE: CULTURAL AND HERITAGE
TOURISM**

DATE: 9TH DECEMBER 2019

TIME: 2.30-4.30PM

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- 30 MARKS (COMPULSORY)

Q1.

- a) Define the terms heritage and cultural tourism. **(4marks)**
- b) Explain how cultural tourism differs from ecotourism tourism. **(3marks)**
- c) Giving examples list and explain the three elements of heritage tourism. **(6marks)**
- d) Discuss the features of cultural tourists **(5marks)**
- e) There is no inferior or superior culture Explain. **(6marks)**
- f) Explain three environmental impacts of heritage tourism. **(3marks)**
- g) List the motivating factors of cultural and heritage tourism **(3marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

Q2. Discuss the motivating factors for a community to engage in cultural and heritage tourism **(20marks)**

Q3. Compare and contrast culture and heritage showing the similarities and differences **(20marks)**

Q4. List and explain at least ten cultural universals and show how they can be used for Tourism **(20marks)**

Q5. Discuss the services and strategies that should be included in cultural and heritage tourism. **(20marks)**

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