



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 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 TOURISM

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 3 printed pages. Please turn over

SECTION A- 30 marks

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

- a) Distinguish between:
- i) Material culture and non-material culture. (4 Marks)
 - ii) Tourist culture and host culture. (4 Marks)
 - iii) Acculturation and enculturation (4 Marks)
- b) Discuss five factors to consider when marketing cultural products. (5 Marks)
- c) Critically analyze the importance of cultural diversity. (6 Marks)
- d) Highlight the key cross-cultural features in cultural and heritage tourism. (7 Marks)

SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS

- 2 a) Cultural tourism is a double-edged sword, critique this statement. (10 Marks)
- b) Expound on the strategies for involving communities and indigenous people on planning for conservation of cultural and heritage tourism. (10 Marks)
- 3 a) Critically explain why interpretation is a critical component in service delivery in the cultural and heritage sub-sector in Kenya. (10 Marks)
- b) Illustrate how World Heritage Sites (WHS) are designated. (10 Marks)
- 4 a) Citing examples, Elucidate the factors that are likely to undermine the rapid growth and development of cultural tourism within a destination. (10 Marks)

b) Critically analyze the cultural and heritage tourism products in Kenya. (10 Marks)

5 a) Discuss the conflicting demand in the preservation and conservation of cultural heritage in Kenya. (10 Marks)

b) You have been newly appointed as a county director in charge of tourism, prepare a five-point plan to tap your county's rich heritage and culture for tourism development. (10 Marks)

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