

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN ECOTOURISM

TOHM 442: CULTURAL TOURISM MANAGEMENT

STREAMS: Y4S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

2.30 P.M – 4.30 P.M

INSTRUCTIONS

- This paper consists of two sections A and B. Section A is compulsory . Answer any two questions from section B

SECTION A; COMPULSORY (30 MARKS)

1. (a) Explain the following terminologies:
 - (i) Cultural tourism [2 marks]
 - (ii) Cultural tourist [2 marks]
 - (iii) Noble savage [2 marks]
 - (iv) Cultural authenticity [2 marks]
 - (v) Cultural relativism [2 marks]

(b) Briefly discuss five principles that guide the ICOMOS charter on charter on cultural tourism. [5 marks]

(c) Describe the features of cultural tourism. [5 marks]

(d) Explain the importance of cultural tourism. [5 marks]

(e) Identify FIVE components/aspects of culture. [5 marks]

SECTION B: ANSWER ANY TWO QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

2. (a) Elucidate role of cultural tourism in greening tourism. [10 marks]

- (b) Discuss the factors facilitating the growth of cultural tourism. [10 marks]
3. (a) Using examples explain 5 ways how cultural tourism can be promoted in Kenya. [10 marks]
- (b) Using appropriate examples, explain the characteristics of culture. [10 marks]
4. (a) Discuss 5 typologies used to characterize a cultural tourist. [10 marks]
- (b) Explain with specific examples how cultural tourism is a more sustainable alternative to mass tourism. [10 marks]
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