

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF
DIPLOMA IN TOURISM AND HOTEL MANAGEMENT**

DTHM 0121: SOCIETY AND CULTURE OF EAST AFRICA

STREAMS: DTHM YIS2

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write on the question paper**

SECTION A (30 MARKS)

1. Differentiate between a festival, traditional art and cultural heritage. [6 marks]
2. Describe three causes of cultural change. [6 marks]
3. Explain any three African traditional values. [6 marks]
4. Explain the six societal concerns [6 marks]
5. Giving an example in each case, describe three roles of art in tourism development in Kenya. [6 marks]

SECTION B (40 MARKS)

6. Discuss five theories of social change. [20 marks]
7. (a) Explain how choosing of marriage partners was done in the African traditional societies. [10 marks]
(b) Describe any five elements of culture while giving relevant examples from East Africa. [10 marks]

8. (a) Discuss six factors that have contributed to the growth of cultural tourism in East Africa. [12 marks]
- (b) Describe four ways to manage the negative socio-cultural impacts of tourism in a society. [8 marks]
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