

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA /EMBU**

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

DTHM 0121: SOCIETY AND CULTURES OF EAST AFRICA

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/04/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer all questions in section A and any other two in section B**
- **Do not write on the question paper**

SECTION A (30MARKS)

1. Briefly explain what is meant by the concept of cultural heritage, festival and art. [6marks]
2. Briefly discuss six factors that have contributed to the growth of cultural tourism in Kenya. [6marks]
3. Briefly discuss the traditional cuisine of the Luo and Swahili communities of Kenya. [3marks]
4. Discuss briefly three naming systems that were adopted by African societies. [3marks]
5. Identify six elements of materials culture in East Africa. [3marks]
6. Explain six characteristics of culture of society. [6marks]

SECTION B (40MARKS)

7. (a) Discuss any five concepts in cultures while giving relevant illustrations from East Africa. [10marks]
- (b) Describe any five types of cultural tourists based on the importance of visiting a cultural tourism attraction. [10marks]
8. Discuss the social impacts of cultural tourism in a destination and give strategies to counter them. [20marks]
9. Discuss the influence of modern technology on the following societal concerns: [20marks]
- (a) Communication
 - (b) Societal protection
 - (c) Substance
 - (d) Cultural transmission
 - (e) Biological reproduction
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