

CHUKA



UNIVERSITY

SUPPLEMENTARY/ SPECIAL EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN ECOTOURISM MANAGEMENT/ TOURISM
MANAGEMENT**

BTOM 353: CULTURAL TOURISM DEVELOPMENT AND MANAGEMENT

STREAMS: BTOM Y3S1/BECO Y3S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer **ALL** questions in section A and **ANY TWO** from section B
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Briefly explain the history of cultural tourism development in Kenya. (5 Marks)
2. Explain the difference between art, festival and heritage. (6 Marks)
3. Explain five characteristics of culture that make it unique for cultural tourism product development in Kenya. (5 Marks)
4. Explain the impact of tourism development on the material aspect of culture. (4 Marks)
5. Explain any four characteristics of cultural tourism. (4 Marks)
6. Explain any four factors that have contributed to the growth of cultural tourism development in Kenya. (4 Marks)

SECTION B: (40 MARKS)

7. a) Explain four factors that determine the degree of cultural change in a tourism destination. (12 Marks)
 8. Discuss the specific processes of Cultural change in a cultural tourism destination (20 Marks)
 9. Discuss the motivation of cultural tourists using Mc Kercher & Du Cros (2002) model. (20 Marks)
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