

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DEGREE OF DIPLOMA IN TOURISM  
AND HOSPITALITY MANAGEMENT

DTHM 0121: SOCIETY AND CULTURE OF EAST AFRICA

STREAMS: DTHM (Y1S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 10.30 A.M.

**INSTRUCTIONS**

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

**SECTION A: 30 MARKS**

1. Differentiate between festivals, traditional art, and cultural heritage. (6 Marks)
2. List **FOUR** categories of oral traditions that were used to pass information to the youth within East Africa society. (4 marks)
3. Briefly discuss any **SIX** characteristics of culture in the East Africa societies (6 Marks)
4. Highlight **FOUR** tourism causes of cultural depletion in any Kenyan society of your choice. (4 Marks)
5. Briefly Discuss **FOUR** reasons that encouraged traditional communities to live together in traditional societies in East Africa. (4 Marks)
6. Briefly describe **SIX** elements of culture in the Luhya community of Kenya (6 marks)

**SECTION B: (40 MARKS)**

7. a) Effortless tours and travel limited has requested a consultant to research on various cultural features that attract tourists in western Kenya tourism circuit. As a curator in the

region discuss **FIVE** such attractions with the kind of activities to be promoted there. (10 marks)

b) Explain **FIVE** negative socio-cultural impacts of tourism to a cultural tourism destination. (10 Marks)

8. a) Explain **FOUR** factors that have contributed to the growth of cultural tourism in Kenya. (8 Marks)

b) Discuss any **SIX** traditional values observed in the East African culture. (12 Marks)

9. a) Child birth and naming are key within the African context, describe various ways in which any Kenyan community of choice carried out childbirth and naming cycles. (10 Marks)

b) Kenya is a signatory to UNESCO discuss any **FIVE** cultural tourism benefits a circuit like Nairobi get by such affiliations. (10 Marks)

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