



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 417**

**COURSE TITLE: CULTURAL TOURISM**

**DATE: 19/4/2018**

**TIME: 8.30AM - 10.30AM**

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## **INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B**.

*This paper consists of 2 printed pages. Please turn over.*

**SECTION A: (25 MARKS)**

1. a) State **five (5)** roles of anthropologist in cultural tourism. **(5 marks)**
- b) Distinguish between heritage tourism and cultural tourism. **(5marks)**
- c) Differentiate between tourist culture and host culture. **(5 marks)**
- d) Outline **five (5)** elements of cultural tourism. **(5 marks)**
- e) Identify **five (5)** economic impacts of cultural tourism. **(5 marks)**

**SECTION B: (45 MARKS)**

2. a) Discussing of culture often refers to the importance of authenticity in the experiences of tourists. What is an authentic experience and can it exist? **(8 marks)**
- b) Critically analyze factors hindering the development of cultural tourism in Kenya. **(7 marks)**
3. a) Discuss why only half-naked Maasai men, dread locks-wearing Maasai morans or bare-breasted Maasai women are stocked in all in curio shops in major tourist destinations. **(8 marks)**
- b) Describe the various socio-cultural impacts of cultural tourism. **(7 marks)**
4. a) Explain the challenges faced when planning for cultural and heritage tourism. **(8 marks)**
- b) Discuss the key cross-cultural features in cultural and heritage tourism. **(7Marks)**
5. a) Critically analyze why interpretation is critical component in service delivery in the cultural and heritage sub-sector in Kenya. **(8 marks)**
- b) Explain the implications on cultural tourism development in Kenya. **(7Marks)**

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