



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS.**

**UNIVERSITY EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT.**

**2<sup>ND</sup> YEAR 2<sup>ND</sup> SEMESTER 2022/2023 ACADEMIC YEAR.**

**MAIN CAMPUS.**

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**COURSE CODE: BTB 1208**

**COURSE TITLE: CULTURAL TOURISM**

**TIME: 2.00 HOURS.**

**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO questions.**
- 2. Candidates are advised NOT to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**QUESTION NUMBER ONE**

- a) State five differences between cultural and heritage tourism. (5 Marks)**
- b) Discuss major opportunities associated with culture and heritage tourism conservation in the less-developed world. (10 Marks)**
- c) Give a critical analysis of the factors that are likely to undermine the rapid growth and development of cultural. (15Marks)**

## **QUESTION NUMBER TWO**

- a) Explain the profile of the cultural tourist market in the world. (10 Marks)
- b) Illustrate key types of partnership and packaging opportunities that are available in cultural and heritage tourism destinations (10 Marks)

## **QUESTION NUMBER THREE**

- a) Discuss the social cultural impacts of tourism in host destinations. (10 Marks)
- b) Explain how tourism destinations will economically benefit from the activities of cultural and heritage tourist. (10 Marks)

## **QUESTION NUMBER FOUR**

- a) Explain the strategies used by national governments in mitigating risks in cultural tourism. (10 Marks)
- b) As a tourist officer, illustrate major cultural and heritage products that you will develop to attract international tourists in your region. (10 Marks)

## **QUESTION NUMBER FIVE**

- a) Discuss the key principles that heritage guides should consider in heritage interpretation. (10 Marks)
- b) Discuss four major steps to a comprehensive heritage Program. (10 Marks)