Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 312: CULTURAL AND RURAL TOURISM

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

a) Define the following terms as used in the study of cultural and rural tourism **(10 Marks)**
   i. Culture
   ii. Cultural revitalization
   iii. Staged authenticity
   iv. Cultural tourism
   v. Cultural lag

b) Describe seven demographic and psychographic characteristics that affect demand for cultural and heritage tourism **(7 Marks)**

c) Discuss three challenges faced by communities in developing rural tourism **(6 Marks)**

d) Types of museums vary, from large institutions, covering many of the categories, to very small institutions focusing on a specific subject, location, or a notable person. List seven forms of such museums **(7 Marks)**

QUESTION TWO

a) Tourists – host relationship can contributes to either continuity or rupture. Discuss five factors that can cause tourism to be referred as rupture. **(10 Marks)**

b) Describe five characteristics of culture **(5 Marks)**

QUESTION THREE

a) Describe five sources of revenue for cultural heritage facilities **(10 Marks)**

b) Discuss factors that have facilitated the growth of cultural tourism. **(5 Marks)**

QUESTION FOUR

a) Discuss the Significance of Cultural Tourism **(5 Marks)**

b) Describe five characteristics of a label as used in the packaging phase of the selection process of cultural attractions **(10 Marks)**

QUESTION FIVE

a) Elaborate positive socio cultural impacts of cultural tourism. **(5 Marks)**

b) Describe five techniques used to manage visitors to cultural attractions site. **(10 Marks)**