



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE: BTM 312: CULTURAL TOURISM & RURAL TOURISM

AUGUST-DECEMBER, 2018 END SEMESTER EXAM - TIME: 2 HOURS

INSTRUCTIONS: Answer question **ONE** (Compulsory) and any other **TWO** questions.

QUESTION ONE

- a) One of the major roles of Kenya tourism board is to market tourism products and services to the outside world. State and discuss **THREE** major cultural and heritage tourism products that the board need to promote during the world tourism trade fair in **UNITED KINGDOM(9 MARKS)**
- b) Explain why the preservation of artefacts is significant to the tourism industry (6 MARKS)
- c) Discuss **FIVE** impacts of world heritage tourism on rural live hoods in Africa (10 MARKS)
- d) Highlight five rural tourism products that a tourist can enjoy in a rural destination set up. (5 MARKS)

QUESTION TWO

- a) Define the term cultural heritage (3 MARKS)
- b) With examples examine how museums have offered themselves as cultural heritage sites. (12 MARKS)

QUESTION THREE

Describe the rural type of tourism that is viable or exists in your own home county or a neighbouring county and discuss the different types of suitable rural accommodations. (15 MARKS)

QUESTION FOUR.

- a) Illustrate how community based tourism can be a positive direction towards tourism development for a country such as Kenya. (10 MARKS)
- b) Name five ways in which a tourism business set in the rural areas can treat members of the local community unfairly (5 MARKS)

QUESTION FIVE

- a) Identify any five monuments across the world and describe their meaning to the local people. (5 MARKS)
- b) Discuss five strategies of community based tourism ventures for pro-poor development (10 MARKS)