



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM
MANAGEMENT**

DEPARTMENT OF HOSPITALITY MANAGEMENT

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)**

BTM: 212 AIRFARES AND TICKETING

DATE:

TIME:

INSTRUCTIONS: Answer Question **One** (Compulsory) and any other **Two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as is used in culture and Heritage tourism (10 marks)
- Ethnocentrism.
 - Cultural universal
 - Cultural leveling
 - Values
 - Cultural tourism
- b) List 6 (six) items that give Cultural tourists the opportunity to understand and appreciate the essential character of a place and its culture as a whole. (6 marks)
- c) Cultural tourism is unique as compared to other forms of tourism for instance wildlife and beach tourism among others. Highlight the distinguishing features that make cultural tourism unique: (7 marks)
- d) Museums can be categorized in different forms that focus on specific objects, or notable persons. List seven types of museums. (7 marks)

QUESTION TWO (20 MARKS)

- a) It has been said by a number of authors that World heritage sites are significant to a tourism destination since they in some cases lead to increased publicity and increase in visitor numbers. However this is not the case in Kenya as our heritage sites that is Lake Turkana National Park, Mt. Kenya National Park, Lamu Old town and Mijikenda Kaya Forests are less popular than other sites not in the heritage list, for instance Masai Mara national reserve, Lakes Nakuru and Naivasha, the coastal beaches among others. Critically analyze the above scenario. (10 marks)

- b) Cultural and heritage can be used as a means of reducing poverty in rural areas discuss. Using five (5) real life examples analyze the statement above (10 marks)

QUESTION THREE (20 MARKS)

- a) Travel to attend religious events and days has remained to be one of the oldest form of travel that has continued to date. Describe seven (8) motives for this kind of travel. (8 marks)
- b) Using two (2) examples in each case, describe four types of cultural and heritage attractions that are found in Kenya. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Describe in details any six marketing mix variable that will allow cultural and heritage sites compete for selected target markets. (12 marks)
- b) Several cultural and heritage sites are owned by the public sector for the purposes of conservation and educations. Analyse four (4) reasons why there is need for public sector involvement in the conservation of culture and heritage. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Not all Cultural products are tourism attractions. For such products to be considered tourism attractions , they need to undergo a selection process. Describe the 4 assessment criteria (4As), that is used to determine the suitability of such products for Tourism Use. (12 marks)
- b) There are several reasons why people don't participate in cultural and Heritage tourism. Describe Four (4) such constraints (8 marks)