INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 2/SEMESTER 2
COURSE CODE: BTHM 2206
NAME: CULTURAL AND HERITAGE TOURISM

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

compulsory

Question 1:

Cultural tourism is a new phenomenon involving visiting sites of cultural importance, heritage sites and understanding different cultures. Due to its unpopularity, shortcomings and lack of clear tangible benefits to some communities, it has faced a lot of resistance and resentment.

As a tourism expert;

a. Highlight the key elements that make up cultural and heritage tourism (10 marks)

b. Elaborate the key advantages the community can benefit from this kind of undertaking (20 marks)

c. How can you address the challenges associated with cultural tourism (10 marks)

Question 2:

A popular historical town, known for its rich cultural heritage, has seen a steady rise in tourist

numbers over the past five years. The local government is considering expanding the tourism infrastructure to accommodate the growing number of visitors. However, the local community is concerned that the expansion will negatively impact their way of life, and there are worries about the preservation of cultural traditions, authenticity, and potential over-commercialization.

As a tourism development consultant, you have been hired to evaluate the situation and propose a sustainable tourism strategy. The community wants to maintain its cultural integrity while benefiting from the economic boost that tourism can bring.

a. What are the key cultural and heritage aspects of the town that should be preserved in any tourism development plans?(25 marks)

b. What are the potential risks of expanding tourism in this town without adequate planning for cultural preservation?(15 marks)

SECTION B

Attempt three questions

Question 1:

a. Define the term anthropology and explain its four main focal points (10 marks)

b. Explain the different contributions of anthropology (10 marks)

Question 2:

a. Religious tourism is a unique form of travel driven by spiritual, cultural, or faith-based motivations and has taken trend in east Africa especially Uganda. Highlight the major aspects of religious tourism in Uganda (10 marks)

b. Explain the characteristics of religious tourism (10 marks)

Question 3:

a. Religion and tourism are two inseparable companions. Based on the statement, highlight the various areas where religion and tourism development in east Africa intersect (10 marks)

b. What are the negative impacts of tourism on religion (10 marks)

Question 4:

a. Differentiate between sociology and anthropology 05 marks)

b. Discuss the five categories of anthropology (15 marks)

Question 5:

a. Examine the different applications of linguistic anthropology (10 marks)

b. Explain the various characteristics of culture (10 marks)

Question 6:

a. Examine the different ways in which museums and cultural heritage have contributed to the development of tourism (10 marks)

b. Discuss five different museums in Uganda and indication their locations (10 marks)

Question 7:

a. Describe the different operations of the museums (10 marks)

b. Explain five major functions that museums serve (10 marks)

Question 8:

a. Museums are a major tourism attraction. Discuss (10 marks)

b. How has tourism become a problem to museum existence (10 marks)

Question 9:

Tourism and tourism development are both important and destructive to tourism destination communities. Discuss. (20 marks)

Question 10:

Write short notes on the following (05 marks each)

a. Heritage tourism

b. Religious tourism

c. Culture tourism

d. Museum tourism

Question 11:

a. Examine the positive impacts of politics on tourism in a country like Uganda (10 marks)

b. Discuss how tourism engagement with politics can be a good opportunity for cultural tourism development (10 marks)

Question 12:

a. Asses the role of security in Uganda's tourism and hospitality industry (10 marks)

b. Discuss the political factors affecting Uganda's tourism sector (10 marks)