



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: 2025-04-24

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A compulsory

Question 1:

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. Examine the different applications of linguistic anthropology (10 marks)
- b. Explain the various characteristics of culture (10 marks)

Question 2:

Write short notes on the following (05 marks each)

- a. Heritage tourism
- b. Religious tourism
- c. Culture tourism
- d. Museum tourism

Question 3:

- 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 4:

- a. Define the term anthropology and explain its four main focal points (10 marks)
- b. Explain the different contributions of anthropology (10 marks)

Question 5:

- a. Differentiate between sociology and anthropology (05 marks)
- b. Discuss the five categories of anthropology (15 marks)

Question 6:

- a. Assess 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)