



**KISII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE**  
**DEGREE OF MASTERS IN TOURISM AND HOSPITALITY**  
**SECOND SEMESTER 2023/2024**  
**[JANUARY - APRIL, 2024]**

**MTHM 718: VISUAL CULTURE IN TOURISM AND HOSPITALITY**

**STREAM: Y1 S2**

**TIME: 3 HOURS**

**DAY: MONDAY, 9.00 – 12.00 P.M.**

**DATE: 27/05/2024**

**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Question.***

**QUESTION ONE**

- a) World view is concept that elaborate on individual's perception over various sites, products and services offered by the tourism and hospitality market. [10marks]
- b) Elaborate on the role of Visual culture in the field of marketing and heritage management. (10marks)
- c) Africa and culture is synonymous; rich in cultural artifacts, traditions and heritage.  
Discuss the above statement in view of visual culture concept. (10marks)
- d) Explain five challenges encountered in the field of visual culture management in Kenya. (10marks)

**QUESTION TWO**

Images, photos and artifacts form heritage in the study of visual and media. Explain the role of visuals in the sector of tourism and hospitality. (20marks)

### **QUESTION THREE**

- a). Explain how museum and archive centers would benefit the Tourism and Hospitality Industry in Kenya. [10marks]
- b) Pictures, photos and diagram speak competitively than an essay of a million words and paragraphs. Discuss (10marks)

### **QUESTION FOUR**

You have been invited to an International Trade Faire Conference in UK. The ministry of cultural service and Tourism and Hospitality appointed you to represent the two ministries.

- a) Explain importance of visual culture to the conferences. (5marks)
- b) Highlight key agenda items of your speech emphasizing on Visual Culture and with agenda of marketing tourism. (5marks)
- c) Explain the future of visual culture in Tourism and Hospitality in Kenya. (10marks)

### **QUESTION FIVE**

- a) Visual culture works against tourism and hospitality travels and visits hence its more anti-tourism development and sustainability. Discuss for or against the statement with examples. (10marks)
- b) Differentiate the effort of Achieving, Museum management and library science from the concept of conservation and preservation strategies in Kenya. (10marks)