



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
BACHELOR OF PARKS, RECREATION AND  
LEISURE MANAGEMENT (PRLM)**

**COURSE CODE: RLM 3204**

**COURSE TITLE: VISITOR SERVICES &  
INTERPRETATION**

**DATE: 16<sup>TH</sup>APRIL, 2019**

**TIME: 0830 -1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B**.

*This paper consists of 2 printed pages. Please turn over.*

**SECTION A: ANSWER ALL QUESTIONS (25 MARKS)**

1. Define the term 'interpretation' **(1mark)**
2. Briefly explain the evolution of interpretation **(6marks)**
3. Briefly describe the importance of adapting information to meet the needs of various audiences **(6marks)**
4. Describe your understanding of guided interpretation **(6marks)**
5. Explain the importance of signage display and design in a recreational area **(6marks)**

**SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)**

6. Discuss how interpretation utilizes oral, visual and written techniques to enhance the visitor experience during leisurely visits **(15marks)**
7. Using examples, discuss the vital role that evaluation plays in interpretive design **(15marks)**
8. Discuss the interpretation's guiding principles used while providing visitor services. **(15marks)**
9. Citing relevant examples, discuss the visitor interaction activities undertaken during recreational visitation **(15marks)**

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