



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCES,
ENVIRONMENTAL STUDIES AND AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 124

COURSE TITLE: : THE SOCIAL CLIMATE OF TOURISM

DATE: 14/5/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

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

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SECTION A:

Answer **all** questions in this section

(1)

- a) Define the term 'culture clash' (1 mark).
- b) Distinguish between culture clash and culture shock (1 mark).
- c) Briefly outline factors that precipitate culture clash (3 marks).

(2)

- a) What do you understand by the term 'culture relativism'? (1mark).
- b) List and explain *four* stages of culture shock (4 marks).

(3). Tourism is considered as a 'sharpening tool' to refine the quality of the local community. Discuss. (5 marks)

(4). Briefly explain characteristics that limit the quality of interaction between host communities and tourists. (5 marks)

(5). Tourism has a great influence in swapping of various socio-cultural elements amongst people. Briefly explain the emerging trends in East Africa community as a result of tourism (5 marks).

(6) As a manager in the tourism sector you have to be extremely cautious of culture sensitivity. Briefly outline measures to put in place in your preparation to host a group of 100 Chinese tourists as a precaution of avoiding a culture shock (5 marks).

(7). Highlight at least five tourists code of behaviour (5 marks).

(8). Discuss the social life of E. Africa communities (5 marks).

SECTION B:

Answer **only two** questions in this section

(A). Discuss the Social; Economic and Environmental settings necessary for tourism (15 marks).

(B). When tourists and the host communities interact several impacts arises. Discuss (15 marks).

(C). Discuss the mode of visitors-host interaction (15 marks)

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