



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF TOURISM & NATURAL RESOURCES
MANAGEMENT**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 124

**COURSE TITLE: THE SOCIAL CLIMATE OF
TOURISM**

DATE: 7TH DECEMBER, 2018

TIME: 0830 - 1030 HRS

- **INSTRUCTION TO CANDIDATES**
- This paper has two sections A & B.
- Answer question **ONE** in section A and any **TWO** in section B.

SECTION A: ANSWER ALL QUESTIONS (30MKS)

(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 (40MKS)

(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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