



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER

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

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 142

COURSE TITLE: CULTURAL TOURISM

DATE: 16/4/2024

TIME: 1100- 1300 HRS

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)

QUESTION ONE

- a) Define cultural tourism and provide examples of destinations that have successfully leveraged their cultural heritage to attract tourists. **(3mks)**
- b) Describe the profile of the cultural tourist. **(4mks)**
- c) Give **FOUR** reasons why marketing is important in cultural and heritage tourism. **(4mks)**
- d) Highlight any **FOUR** visitor management techniques you can use to reduce the impacts of tourism on culture **(4mks)**
- e) Other than religious tourism, explain any other **FIVE** cultural and heritage tourism products **(5mks)**
- f) Discuss **FIVE** differences between culture and Heritage. **(5mks)**

SECTION B: ANSWER ANY 3 QUESTIONS (45MKS)

QUESTION TWO

- a) Discuss any **five** opportunities presented by cultural and heritage tourism. **(5mks)**
- b) Explain how tourism initiatives empower local communities to actively participate in and benefit from cultural tourism activities. **(10mks)**

QUESTION THREE

- a) Outline **five** reasons why sustainable development is important in cultural tourism **(5mks)**
- b) Discuss **five** roles of cultural events and festivals in promoting cultural tourism. Provide examples of successful events and their impact on visitor numbers and community engagement. **(10mks)**

QUESTION FOUR

- a) Examine the role of government policies in supporting and regulating cultural tourism. **(5mks)**
- b) Examine the role of technology in enhancing cultural tourism experiences. **(10mks)**

QUESTION FIVE

- a) Discuss how can effective interpretation enhance the understanding and appreciation of cultural resources among visitors while promoting conservation and respect for cultural heritage. **(5mks)**
- b) Discuss the challenges associated with interpreting diverse cultural resources, including historical sites, artifacts, and intangible heritage **(10mks)**

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