



MAASAI MARA UNIVERSITY

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

**SCHOOL OF TOURISM AND NATURAL
RESOURCES MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: NDTW 142
COURSE TITLE: CULTURAL TOURISM**

DATE: 25TH APRIL 2019

TIME: 1430 - 1630HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

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

SECTION A: ANSWER ALL QUESTIONS (40MKS)

1. a) Define the term ‘cultural tourism’ (2 marks)
b) Explain characteristics of cultural tourism (3 marks)
2. Highlight and explain the unique features of cultural tourists (5 marks)
3. While giving specific examples, highlight different categories of cultural tourism products. (5 marks)
4. Explain elements that make up a successful cultural product. (5 marks)
5. Highlight and explain different kinds of performing arts that form parts of cultural tourism attractions (5 marks)
6. a) What is a sacred natural site ? (1mark)
b) Illustrate the differences between sacred natural sites of indigenous people and the sacred sites of institutionalized religion. (4 marks)
7. Outline and describe any five sacred natural sites in Kenya. (5 marks)
8. Explain the relationship between wildlife and culture in Africa communities. (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (30MKS)

9. Discuss the social-cultural; economic; and environmental benefits of cultural tourism (15 marks)
10. Explain the ‘*Rossitaz*’ steps for creating cultural tourism products (15 marks)
11. a) Describe the socio-cultural life of E. African communities (12 marks)
b) Highlight three ways of packing cultural tourism products. (3 marks)

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