



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: NDTW 124

COURSE TITLE: SOCIAL CLIMATE OF TOURISM

DATE: 28TH AUGUST, 2019

TIME: 1430 – 1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** Questions in Section A and any other **TWO** in Section B

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

SECTION A (COMPULSORY)

- 1.) Distinguish the following terms
 - a.) Social context versus social climate (2.5 marks)
 - b.) Culture clash versus Culture Shock (2.5 marks)
- 2.) Explain factors that precipitate culture clash (5 marks)
- 3.) List and explain stages of culture shock (5 marks)
- 4.) Tourism is considered as a "Social tool" that refine the quality life of people.
Discuss (10marks)
- 5.) Highlight at least 5 tourists' code of conduct (5 marks)

SECTION B (Answer any TWO Questions

- 6.) Discuss the social life of East African communities (20 marks)
- 7.) Briefly explain characteristics that limit the quality of interaction between host communities and tourists (20marks)
- 8.) When tourists and host communities interact, several impacts arise.
Discuss. (20marks)

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