



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 124

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

DATE: 26TH APRIL 2019

TIME: 1430 - 1630 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. Define the following terms
 - a) Social context (1mk)
 - b) Social climate (1mk)
 - c) Sociology in tourism (1mk)
 - d) Culture clash (2mks)
2. Distinguish the following terms;
 - a) Culture clash and culture shock (2.5mks)
 - b) Ethnocentrism and cultural relativism (2.5mks)
3. Highlight any five symptoms of culture shock (5mks)
4. List and explain the stages of culture shock (5mks)
5. Briefly explain the emerging trends in East Africa community as a result of tourism (10mks)

SECTION B: ANSWER ANY TWO QUESTIONS (40MKS)

6. a) Explain any five constraints that limit the quality of interaction between host communities and tourists (10mks)
b) Discuss how tourism improves the quality life of the local communities (10mks)
7. Discuss the impacts that arise when tourists and host communities interact (20mks)
8. Outline the social life of any four major tourists' source markets (20mks)

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