



MAASAI MARA UNIVERSITY

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

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF PARKS, RECREATION
AND LEISURE MANAGEMENT (PRLM)**

COURSE CODE: RLM 3204

**COURSE TITLE: VISITOR SERVICES &
INTERPRETATIO**

N

**DATE: 16THAPRIL, 2019
-1030HRS**

TIME: 0830

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)

1. Define the term 'interpretation'
(1mark)
2. Briefly explain the evolution of interpretation
(6marks)
3. Briefly describe the importance of adapting information to meet the needs of various audiences
(6marks)
4. Describe your understanding of guided interpretation
(6marks)
5. Explain the importance of signage display and design in a recreational area
(6marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

6. Discuss how interpretation utilizes oral, visual and written techniques to enhance the visitor experience during leisurely visits
(15marks)
7. Using examples, discuss the vital role that evaluation plays in interpretive design
(15marks)

8. Discuss the interpretation's guiding principles used while providing visitor services.

(15marks)

9. Citing relevant examples, discuss the visitor interaction activities undertaken during recreational visitation

(15marks)

//END//