

QUESTION 1

a) As a cultural heritage site manager, recommend conditions necessary for the success of cultural heritage tourism in Masvingo. [5 marks]

b) Discuss any five (5) sub categories of culture and heritage tourism giving practical examples. [20 marks]

[25 marks]

QUESTION 2

Evaluate the contribution of culture and heritage tourism to the tourism industry and the country at large. [25 marks]

QUESTION 3

a) Explain the importance of being certified as UNESCO World Heritage Centre. [5 marks]

b) Discuss global trends in the management of cultural and heritage tourism products.

[20 marks]

[25 marks]

QUESTION 4

a) Identify five ideal features of the cultural tourism market that managers of cultural and heritage sites may target. [5 marks]

b) Demonstrate how elements of the extended marketing mix can be applied in the marketing of culture and heritage tourism sites. [20 marks]

[25 marks]

QUESTION 5

Explain any five factors hindering cultural and heritage tourism development in Zimbabwe. Propose solutions to the hindrances mentioned in your answer. [25 marks]

QUESTION 6

Discuss any five strategies used to manage negative visitor impacts at a cultural and heritage site of your choice. [25 marks]

END OF PAPER