



HERBERT CHITEPO SCHOOL OF LAW AND BUSINESS SCIENCES

MANAGEMENT AND HOSPITALITY DEPARTMENT

BACHELOR OF COMMERCE DEGREE

LEVEL 4 SEMESTER 2

EXAMINATION QUESTION PAPER

MODULE CODE

HHT 423

MODULE NARRATION

CREATIVE ARTS AND CULTURE

DATE

DURATION

3 HOURS

GREAT ZIMBABWE UNIVERSITY  
RECEIVED  
-- NOV 2024

EXAMINATIONS OFFICE

INSTRUCTIONS TO CANDIDATES:

1. ANSWER ANY FOUR(4) QUESTIONS
2. EACH QUESTION CARRIES 25 MARKS
3. START EACH ANSWER ON A FRESH PAGE
4. CITE RELEVANT EXAMPLES AS MUCH AS POSSIBLE

**QUESTION 1**

- a) Discuss the notion that the “intersection of creativity leverages creative arts to preserve cultural heritage and drive tourism growth. **[25 marks]**

**QUESTION 2**

- a) Explore ethical challenges for artists addressing sensitive topics, including censorship and cultural representation responsibilities. **[25 marks]**

**QUESTION 3**

- a) Unveil the socio-economic impacts of cultural tourism on local communities. **[25 marks]**

**QUESTION 4**

- a) Examine the role of technology and innovation in enhancing cultural tourism experiences. [12 marks]  
b) Discuss how emerging technologies such as virtual reality, augmented reality, and mobile applications can be utilised to promote cultural heritage while addressing challenges such as over-tourism and cultural preservation. [13marks]

**[25 marks]**

**QUESTION 5**

- a) Explain the concept of cultural diplomacy in tourism [10 marks]  
b) Discuss cultural diplomacy relevance to the creative arts and tourism. [15 marks]

**[25 marks]**

**QUESTION 6**

- a) Discuss the concept of carrying capacity in cultural tourism destinations and its role in achieving sustainable tourism development. [10marks]  
b) evaluate strategies for managing visitor flows and mitigating negative impacts on local communities and cultural resources. [15 marks]

**[25 marks]**

**END OF PAPER**