



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH, 2014 EXAMINATIONS**

**Course Code: TSM 403
Unit: 2**

Credit

Course Title: CULTURAL TOURISM

Time Allowed: 2 Hours

Instruction:

- 1. Attempt question number one (1) and any other two (2).**
- 2. Question number 1 is compulsory and carries 30 marks while the other 2 carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner.**

1. Do you agree that museums serve to homogenize our views of the past, if yes, give your reasons?
2. The largest ethnic group living in the south western part of Nigeria is the Yoruba.
Discuss
3. Discuss some of the other tribes, ethnic groups, their heritage and locations in Nigeria.
4. What are the factors that influence the attitude of people towards tourism at both domestic and international levels?
5. As a tourism expert, your state is trying to bring in some tourists to Nigeria and they are mostly interested in visiting Yankari Games reserve and want you to tell them all you know. How will you market this tourist attraction to them?