



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM  
AND HOSPITALITY MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1104-1**

**COURSE TITLE: PRINCIPLES AND  
TECHNIQUES OF TOUR GUIDING**

**DATE: 1<sup>ST</sup> APRIL, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

## SECTION A- 20 marks

### Question 1

- a) Explain **TWO** stages of tour guiding. [2 Marks]
- b) Briefly describe **FOUR** benefits of a tour to the local communities at the destination. [2 Marks]
- c) Briefly discuss **FOUR** competitive qualities you may portray as a Tour Guide. [4 Marks]
- d) Illustrate how you may handle a fracture during your guiding activity. [4 Marks]
- e) Elucidate **TWO** pricing strategies you would adopt during low season. [4 Marks]
- f) Briefly explain **TWO** factors that may affect supply of tourism for a geographical region of your choice. [4 Marks]

### Section B- 30 MARKS (Answer Any Two Questions)

#### Question 2

- a) "Client handling in tour guiding is critical". Analyze [5 Marks]
- b) Giving reasons, explain **FOUR** types of tours you would introduce in your newly established tour and travel company. [10 Marks]

#### Question 3

- a) Describe **FOUR** interactive techniques you would employ for a group of tourist from Germany [10 Marks]
- b) Explain **FIVE** benefits of total quality management in tour guiding. [5 Marks]

#### Question 4

- a) Illustrate **FOUR** competitive tour packages you would advise a tour company to adopt for its competitive edge. [5 Marks]
- b) Describe **FIVE** factors you would put into consideration while costing an itinerary. [10 Marks]

#### Question 5

- a) Describe **FIVE** reasons why a tour company should encourage regular staff training. [5 Marks]
- b) As a tour manager, explain **FIVE** ways you would enhance a tour itinerary to gain a competitive edge over other tour companies within your locality [10 Marks]

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