



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM1104
COURSE TITLE: PRINCIPLES AND
TECHNIQUES OF TOUR GUIDING**

DATE: 7TH DECEMBER 2018

TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **THREE** questions

This paper consists of 3 printed pages. Please turn over.

SECTION A-25 MARKS

- 1 a) i) What is the differences between a tour guide and a tour escort? **(2 Marks)**
- ii) Highlight any five reasons why people take guided tours. **(5 Marks)**
- b) Outline five routines that should be repeated each day of a tour. **(5 Marks)**
- c) Explain five qualities of an effective tour guide. **(5 Marks)**
- d) i) Define the term tour costing. **(2 Marks)**
- ii) Outline the various elements considered in tour costing. **(6 Marks)**

SECTION B (45 MARKS)

- 2 a) Outline and explain the various duties and responsibilities of a tourist guide. **(7 Marks)**
- b) Explain four types of tour guides. **(8 Marks)**
- 3 a) Discuss the importance of effective communication in tour guiding. **(7 Marks)**
- b) Highlight any eight types of common emergencies that might occur during the tour. **(8 Marks)**
- 4 a) As a tourist guide, prepare a tour program for a group of tourist wishing to tour the Coastal region of Kenya for five days. **(8 Marks)**
- b) Explain the importance of having leadership skills in tour management. **(7 Marks)**
- 5 a) Explain the four types of tour packages. **(8Marks)**
- b) Discuss the advantages of Total Quality Management (TQM) in tour guiding. **(7 Marks)**

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