



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1104**

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

**DATE: 16/12/2019**

**TIME: 2:30PM - 4:30PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer all question in **SECTION A** and any other two in **SECTION B**

## SECTION A 30 MARKS

- 1a). Explain different ways a tour guide can identify birds during birds watching spree **(5 marks)**
- b). Highlight the different elements of costing you need to consider while planning an itinerary for your client **(5 marks).**
- c). Define the following terms as used in the field of tourism **(6 marks)**
- I. Excursion
  - II. Destination
  - III. Trip
  - IV. Itinerary
  - V. Tourism product
  - VI. Briefing
- d). List at least six (6) common services that clients reserve in a tour company **(3marks)**
- e). Explain some of items that a tour guide should brief visitors on when they arrive in a destination **(5marks)**
- f). Explain various types of maps that can be used in guiding **(6 marks)**

## SECTION B- 40 MARKS

- 2). A group of tourists is to arrive via BA068 at NBO-ETA 09:00HRS on 10<sup>th</sup> Dec 2016. Using a detailed and skeleton itinerary Plan, a 3-day tour to cover city tour and Lake Nakuru national park. The group return home via KLM 548 ETD 19:00HRS via NBO **(20 marks)**
- 3). As a tour guide, what principles and ethics of tour guiding should you follow to ensure no complain from your clients and colleagues in your firm **(20 marks)**

4a). As a sales person at track car hire located in Mombasa, calculate the cost of the following trips for each client giving the cheapest rates possible.

- I. 1<sup>st</sup> Client: Wants to hire a Prado for 7 days to travel to kisii and kericho  
**(2marks)**
- II. 2<sup>nd</sup> Client: A couple want to hire a chauffeur driven Mercedes for 1day for their wedding in Nakuru  
**(2marks)**
- III. 3<sup>rd</sup> Client: Peter hired a Toyota Rav4 for 3 days to Wajir and then came back via Marsabit and Isiolo. However, he brought the car on the 5<sup>th</sup> day  
**(2marks)**

**Terms**

- Chauffer driven services @ an additional cost of Ksh 1400 per day
- In case of extension of duration of hire, a penalty of 20% is charged on the total cost of the duration of hire (inclusive of additional days)
- It is the company policy to adopt the unlimited mileage rate for trips taking more than 3 days.

**Limited Mileage Cost Schedule**

| S/n | Vehicle type               | Daily rates | Weekly rates | Per km rates |
|-----|----------------------------|-------------|--------------|--------------|
| 1   | Toyota starlet/ vits       | 800         | 4800         | 24           |
| 2   | Toyota corolla             | 1000        | 6000         | 26           |
| 3   | Toyota premio              | 1200        | 8100         | 28           |
| 4   | Subaru station wagon       | 1600        | 10500        | 30           |
| 5   | Rav4 (4wd)                 | 1800        | 11200        | 35           |
| 6   | Mercedes benz , Mark 11    | 3000        | 20500        | 35           |
| 7   | Toyota Prado, land cruiser | 2700        | 18000        | 33           |
| 8   | Toyota Hiace mini bus      | 1900        | 12400        | 30           |

### Unlimited Mileage Cost Schedule

| S/n | Vehicle type               | Daily rates | Weekly rates |
|-----|----------------------------|-------------|--------------|
| 1   | Toyota starlet/ vits       | 4000        | 20000        |
| 2   | Toyota corolla             | 5000        | 25000        |
| 3   | Toyota premio              | 6000        | 30000        |
| 4   | Subaru station wagon       | 7000        | 35000        |
| 5   | Rav4 (4wd)                 | 8000        | 40000        |
| 6   | Mercedes benz , Mark 11    | 9000        | 42000        |
| 7   | Toyota Prado, land cruiser | 12000       | 45000        |
| 8   | Mini bus                   | 6500        | 34400        |

4b). Discuss the advantage of using car rental services compared to a public means of transportation **(8marks)**

4c). As a tourist, why would you prefer a packaged tour than any other alternative available **(6 marks)**

**//END**