

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
WILDLIFE ENTERPRISE AND MANAGEMENT**

WIEM 361: TOUR GUIDING MANAGEMENT

STREAMS: WIEM Y3S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/08/2021

11.30 A.M – 1.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in section A and any TWO questions in section B
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Briefly explain six main qualities of an effective tour guide (6 marks)
2. Briefly describe six common difficult situations encountered by tour guide on the day of departure from the hotel (6 marks)
3. Identify and explain six main types of tour guide found in Kenya (6 marks)
4. Briefly discuss six main roles and responsibilities of tour guide in a tourism destination (6 marks)
5. For a tour guide to carry out his or her roles effectively and successfully, he or she must observe the code of conduct. State and explain various codes of conduct practiced by tour guide throughout the tour (6 marks)

SECTION B: (40 MARKS)

6. It is essential for a tour guide to have various details about the audience to give effective commentary during the tour. Identify and explain ten key details from the visitors required by the tour guide (20 marks)

7. a) Discuss five factors considered by a tour guide when giving introduction and briefings at the airport to a group of tourists who have arrived in our country for the first time (10 marks)

b) Explain five strategies used by a tour guide to plan and balance commentary during the tour (10 marks)

8. Explain ten key details that a tour guide needs to know about the participants in preparation for sightseeing tour (20 marks)
