

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**WIEM 361: TOUR GUIDING MANAGEMENT**

**STREAMS: BSC (WIEM) Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 10/12/2018**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write in the question paper**

**SECTION A (30 MARKS)**

1. Explain the following terms as used in tourism and hospitality
  - (a) Itinerary
  - (b) Tour
  - (c) Tour guide
  - (d) Briefing
  - (e) Back tracking[5 marks]
2. Highlight any five Golden principles of Tour guiding. [5 marks]
3. State the importance of tour guiding. [5 marks]
4. Differentiate between the following terms using examples
  - (a) National reserve and Game Reserve
  - (b) Lodge and Camp
  - (c) National Park and Game Park[6 marks]
5. Briefly explain 5 duties of a Tour Guide [5 marks]
6. Explain the required professional behavior of a guide. [4 marks]

**SECTION B (40 MARKS)**

7. (a) Explain the essential skill and knowledge of a Tour Guide. [10 marks]
- (b) Discuss the characters and attributes of a tour guide. [10 marks]
8. (a) Discuss the effect of poaching on the sustainability of an ecosystem. [10 marks]
- (b) Discuss the impact of off road drive to the environment. [10 marks]
9. (a) Explain how a tour guide handle the following
- (i) Severe Sun burn
  - (ii) Snake bite
  - (iii) Broken limps
  - (iv) Fainting and losing of consciousness
  - (v) Bleeding [10 marks]
- (b) Discuss at least 5 principles of Leave No Trace [10 marks]
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