



UNIVERSITY EXAMINATIONS

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

WIEM 361: TOUR GUIDING MANAGEMENT

STREAMS: BSC (WIEM) Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

2.30 P.M. – 4.30 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. (a) Differentiate between trip excursion, tourist guide and itinerary as used in tour guiding management [6 marks]
2. Explain six main qualities of an effective tour guide [6 marks]
3. Identify and explain six main types of tour guide found in Kenya [6 marks]
4. Briefly discuss six main duties and responsibilities of tour guide at the 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)

WIEM 361

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 that a tour guide should consider when preparing to meet and pick arriving tourist at the airport. [10 marks]
- (b) Explain five strategies used by a tour guide to plan and balance commentary during the tour [10 marks]
8. (a) Explain six key details that a tour guide needs to know about the participants in preparation for a sightseeing tour. [12 marks]
- (b) Discuss four ways of handling and solving tourists complaints to ensure good stay at the destination. [8 marks]
-