



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT  
(BSTM S13)

**BHT 4202: TOUR GUIDING AND LEADERSHIP**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

*This paper consists of Three printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Identify the roles of a tour guide as an educator. **(10 marks)**
- b) Identify **FIVE** competencies required of a professional special interest tour guide. **(10 marks)**
- c) Describe the key elements in the process that provides for effective communication between a guide and his his/her tourists. **(10 marks)**

**SECTION B** (Answer any **TWO** questions)

**QUESTION 2**

Briefly describe the following concepts as applied in tour guiding communication.

- a) Decoding (4 marks)
- b) Encoding (4 marks)
- c) Tour commentaries (4 marks)
- d) Feedback (4 marks)
- e) Barriers of communication (4 marks)

**QUESTION 3**

Mr Brian Mbusi in a group of **FOUR** would like to visit Kenya for a **FIVE** night six day holiday commencing 13<sup>th</sup> December. After your initial interview you have agreed on the following itinerary

- Day 1 : Arrival at JKIA, transfer to Serena for lunch overnight stay and dinner(FB)
- Day 2 : After B/fast drive to Aberdare county club, lunch, proceed to sweetwater camp, Nanyuki  
FB
- Day 3 : Day at Sweet waters, game drive at time of choice; visit to chimp sanctuary meals at  
Camp FB
- Day 4 : After b/fast drive to Lake Nakuru, late lunch at Lion hill, game drive, overnight stay (FB)  
Lion hill lodge
- Day 5 : Morning game drive, lunch, depart to Nairobi, overnight stay Serena (FB)
- Day 6 : Early morning game drive Nairobi park, B/fast Ranger's restaurant Nairobi park, visit  
Sheldrack Elephant Sanctuary, Lunch. Transfer to JKIA for outbound flight.

**Required;**

- a) Prepare a detailed itinerary for the group. (5 marks)
- b) Prepare costing for the group assuming tour element prices per person. (15 marks)

The following:

- a) Accommodation rate (Ksh.)
  - NBO Serena 3,200 dd FB  
1,780 Single FB
  - Aberdare C. Club 3,800 dd FB  
1,800 Single FB
  - Sweet waters 3,800 dd FB
  - Lion hill 4,000 dd FB

b) Park entrance (wildlife conservation areas) (Kshs.)

- Non resident 1,000/- pp

- Vehicle 2,000/-

- Residents 500/=

c) Food

d) Other each transfer 600/-

Millage per km 10/50

e) Any miscellaneous service 1,000 pp.

#### **QUESTION 4**

a) Outline the key issues to consider when delivering a briefing to incoming group of Safari tourist on their arrival at the port of entry. **(10 marks)**

b) Describe the content of a tour file. **(10 marks)**

#### **QUESTION 5**

a) Identify **FIVE** sources of information you will rely on when planning an itinerary. **(10 marks)**

b) Explain the significance of communication in a tour guide's day to day tasks. **(10 marks)**