



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S15)

BHT 4202: TOUR GUIDING AND LEADERSHIP

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain FIVE roles played by tour guides (10 marks)
- b) Identify FIVE types of tour guides (10 Marks)
- c) Outline critical attributes of an ideal driver-guide (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) When conducting a three (3) pax party on a walking safari through a wilderness wildlife protected area
 - i. Explain how you would maximize the opportunity of sighting iconic wildlife species (10 marks)
 - ii. Briefly discuss precautions you would take when approaching and viewing the species (10 Marks)

QUESTION THREE

- a) You have been invited to give a talk to newly inducted tour guides recruited by a reputable tour firm in your county, discuss the key points you would include in your speech on “ The ethical conduct of a professional tour guide” (20 Marks)

QUESTION FOUR

- a) Explain the benefits of a professional career in tour guiding (10 Marks)
- b) Describe challenges that are likely to face a new entrant in professional tour guiding? (10 marks)

QUESTION FIVE

- a) Explain the tactics you would use to keep a group enthusiastic and maximize their experience when conducting them on a city tour of old-town Lamu. (10 Marks)
- b) explain how a guide can leverage on non-verbal communication cues when delivering a commentary to a group of visitors (10 Marks)