



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 the following terms as applied in tour guiding (10 marks)
 - i. Interpretation
 - ii. Docent
 - iii. Step-on guide
 - iv. Excursion
 - v. Itinerary
- b) Identify FIVE sources of information you would use in preparing a commentary for a trip to a wildlife tourist attraction site (10 Marks)
- c) Briefly explain attributes of an ideal driver-guide (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) When conducting a group on a bus tour through the capital city:
 - i. Highlight key point of your pre-tour briefing (5 marks)
 - ii. Discuss the voice techniques that you would use in enhance your commentary (10 marks)
 - iii. Explain the physical positioning your would adopt when delivering your commentary (5 Marks)

QUESTION THREE

- a) When preparing for an interpretative activity using the “Tour/Interpretive Activity Planning Sheet” explain the key consideration that would inform the tour guide.(20 Marks)

QUESTION FOUR

- a) Describe the steps recommended in preparing a tour commentary script (10 Marks)
- b) Discuss challenges that are likely to be faced by a new entrant in professional tour guiding (10 marks)

QUESTION FIVE

- a) Explain the tactics you would employ in delivery a commentary effectively to a larger group visiting a heritage site.(10 Marks)
- b) Explain tips you would observe when handling and using a microphone while conducting a large group on a tour of a historic site (10 marks)