



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN TOURISM MANAGEMENT (DTM S24)
BHT 2103: TOUR GUIDING TECHNIQUES
SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Distinguish between the following terms as applied in tour guiding (10 marks)
 - i. Interpretation and Tour Commentary
 - ii. Listening and hearing
 - iii. Excursion and tours
 - iv. Itinerary and Destination
 - v. Tour manager and tour operator
- b) Explain **FIVE** benefits of studying tour guiding techniques as a unit in school (10 Marks)
- c) Explain **FIVE** key skills required of an ideal Safari guide (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Propose ten-point criteria that can be used to evaluate driver guides interpretation techniques and skills.
(10 marks)
- b) What **FIVE** marketing strategies can tour guides use to attract more participants to their tours? (10 Marks)

QUESTION THREE

- a) Discuss **FIVE** benefits of effective communication in tour guiding. (10 Marks)
- b) Explain **FIVE** benefits of carrying out a pre-visit to a destination by a tour guide. (10 Marks)

QUESTION FOUR

- a) Explain **FIVE** things to look out for in identification of mega mammal species when conducting a group on a wildlife safari in the National Park (10 Marks)
- b) Outline **TEN** essential items to include in your camping kit in preparation to conduct a seven-day wildlife tracking safari in the wilderness (10 marks)

QUESTION FIVE

- a) Explain **FIVE** benefits of preparing an itinerary for a tour you intend to conduct. (10 Marks)
- b) Explain **FIVE** steps should a tour guide follow in the event of a crisis during a tour? (10 marks)