



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
S22)

HHT 4304: TOUR GUIDING TECHNIQUES
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date 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) Explain the need for tourism students to learn tour guiding techniques (10 Marks)
- b) Describe the skills needed for effective tour guiding (10 Marks)
- c) Explain its significance of tour guiding to the tourism industry (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) One of your tour guides calls in sick just before a scheduled tour. Explain steps you would take as the tour manager to ensure the tour proceeds smoothly
(10 Marks)
- b) Explain how you would motivate your team of tour guides to consistently deliver excellent customer service
(10 Marks)

QUESTION THREE

- a) Briefly explain the importance of ethical conduct for tour guides
(10 Marks)
- b) Identify FIVE potential risks associated with adventure tourism and explain how those risks can be mitigated
(10 Marks)

QUESTION FOUR

- a) Discuss the roles of a guide manager in ensuring their tours are accessible to people with special needs
(10 Marks)
- b) Explain the strategies that can be employed by a tour guide of managing conflicts and complaints from guests
(10 Marks)

QUESTION FIVE

- a) Explain key ways a tour guide manager use technology to enhance the tour experience
(10 Marks)
- b) Elaborate five potential benefits of using technology in tour guiding (10 Marks)