



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

CERTIFICATE IN TRAVEL & TOURISM MANAGEMENT

COURSE CODE: CTTG 010

**COURSE TITLE: FUNDAMENTALS OF TOUR GUIDING
TECHNIQUES**

DATE: 12 MAY 2021

TIME: 11.30 AM - 1.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) What challenges would you be expecting to face in your day to day work as a tour guide?
[10 Marks]
- b) You have been given a chance as a trainee tour supervisor in Mikato Safaris tour firm. You are expected to hire tour guides for the firm. Are there specific qualities of a tour guide that you would look for? Explain your answer.
[10 Marks]
- c) Are there circumstances that deter tour guides from portraying professional behaviour when handling tourists? Discuss your answer.
[10 Marks]
- d) John, an independent tour guide has decided to take guests for a one week tour to Masai Mara Game Reserve without a pre-planned itinerary. Is he likely to face any challenges? Discuss your answer.
[10 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) What would you think are the tourists' biggest concerns before they travel to their tourism destinations?
[10 Marks]
- b) A group of tourists have booked for a packed tour in your company. As part of the tour preparation, you need to find out as much as possible about the group. Identify five types of specific information you need to gather and the reason for each
[10 Marks]

QUESTION THREE

- a) By citing relevant examples, explain how you as a tour guide, would specifically contribute to the promotion of responsible tourism in your line of duty
[10 Marks]
- b) You have been requested to organize a packaged tour to Mombasa for a group of students for 5 days and 4 nights. Describe the important cost features that you would consider when costing the tour
[10 Marks]

QUESTION FOUR

- a) Explain five equipment required by tour guides when taking guests out for an excursion
[10 Marks]
- b) Discuss five circumstances when a tour guide may terminate a planned excursion before the expected time
[10 Marks]

QUESTION FIVE

- a) Is it important for a tour guide to keep records? discuss your answer by citing relevant examples
[10 Marks]
- b) As a tour guide, you should be able to handle emergencies. Discuss the preparations that you should put in place before leaving with guests for a tour to enhance their safety and security.
[10 Marks]