



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

CERTIFICATE IN TRAVEL & TOUR GUIDING

COURSE CODE: CTTG 001

**COURSE TITLE: INTRODUCTION TO TRAVEL & TOUR
OPERATIONS**

DATE: 07 MAY 2021

TIME: 3.00 PM – 5.00 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) Write short notes on the following:
- (i) A tour manager. [2 Marks]
 - (ii) Tour guiding. [2 Marks]
- b) Differentiate between a tailor-made tour and a pre-packaged tour. [5 Marks]
- c) Describe five different types of tour kinds stating the duties each performs. [5 Marks]
- d) Discuss five characteristics that distinguish tour product and services from other products and services. [5 Marks]
- e) Explain five factors that motivates people to travel for tourism. [5 Marks]
- f) Discuss five key personal skills a tour guide should possess citing relevant examples on their application. [5 Marks]
- g) Enlist five challenges faced by tour guides while rendering their services to clients. [5 Marks]
- h) Briefly explain three reasons why travelers prefer escorted tours. [6 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Discuss five pre-routines that should be done by a tour guide. [10 Marks]
- b) Explain five reasons why it is always important to understand the clients' characteristics before conducting a tour. [10 Marks]

QUESTION THREE

- a) Explain five tips for delivering an effective tour commentary. [10 Marks]
- b) Discuss five benefits of an all-inclusive tour to a client. [10 Marks]

QUESTION FOUR

- a) Explain five ways in which technology can be applied in tour guiding. [10 Marks]
- b) Discuss five leadership skills that should be possessed by a tour guide. [10 Marks]

QUESTION FIVE

- a) Identify five benefits a tour guide with a destination firsthand knowledge has to offer to clients on a safari. [5 Marks]
- b) Discuss three components of a travel package. [15 Marks]