

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
WILDLIFE AND ENTERPRISE MANAGEMENT**

WIEM 361: TOUR GUIDING MANAGEMENT

STREAMS: BSC WIEM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer **All** questions in **SECTION A** and **Any Two** in **SECTION B**.
- Do not write anything on the question paper.

SECTION A (30 MARKS)

1. Briefly explain the contribution of tourist guides to the tourism industry. (4 Marks)
2. Explain the difference between a guide and an escort. (4 Marks)
3. Describe your understanding of familiarization tour and tour itinerary. (4 Marks)
4. Giving relevant examples, briefly describe the four types of tour operators. (4 Marks)
5. Outline the importance of local tour guides in the tourism industry. (4 Marks)
6. Briefly explain five principles of tour guiding. (5 Marks)
7. While visiting Ol Pejeta wildlife conservancy, outline five reasons for hiring a tour guide. (5 Marks)

SECTION B (40 MARKS)

8. Discuss the qualities and attributes of a tour guide international tour operators look for when recruiting an ideal guide. (20 Marks)
 9. a) As a tour guide working in Meru National Park, discuss ways in which you can enhance tourists experience. (12 Marks)
b) Discuss the expectations a tourist visiting Mount Kenya Animal Orphanage have from the resident tour guides. (8 Marks)
 10. Discuss the limitations you would experience in the business of tour operations. (20 Marks)
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