

**UNIVERSITY EXAMINATIONS****EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM  
MANAGEMENT****BTOM 254: TOUR GUIDING TECHNIQUES****STREAMS: BTOM Y2S1****TIME: 2 HOURS****DAY/DATE: MONDAY 23/12/2024****8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

- Answer ALL questions in section A and any TWO questions in section B
- Do not write anything on the question paper

**SECTION A: (30 MARKS)**

1. List and explain any three categories of tour guides in Kenya. ( 4 marks)
2. Briefly explain four activities that are conducted by a tour guide during a bush craft tour. (4 marks)
3. Examine six attributes of a professional tour guide working for an international tour company. ( 6 marks)
4. Write short notes on the legal procedures in relation to handling of lost and found items in tour guiding operations. (6 marks)
5. Using examples evaluate five bush craft techniques that a tour guide should poses so as to enhance a good camping experience to the tourists. (4 marks)
6. For a tour guide to carry out his or her roles effectively and successfully, he or she must observe the code of conduct. State and explain various codes of conduct practiced by tour guide throughout the tour. (6 marks)

**SECTION B: (40 MARKS)**

7. It is essential for a tour guide to have various details about the audience to give effective commentary during the tour. Identify and explain ten key details from the visitors required by the tour guide.

(20 marks)

8. a) Discuss five factors that should be considered by a tour guide when approaching wildlife during a game drive. (10 marks)

b) Discuss the contents that should be considered by a tour guide in preparing a good tour report. (10 marks )

9.a) You have been hired as a tour guide by Somak tours and travel company. Discuss the various approaches that you will adopt when answering questions during a museum tour. (10 marks)

b) Elaborate on the emergency procedures in tour guiding techniques. (10 marks )

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