



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 1104-1

**COURSE TITLE: PRINCIPLES AND
TECHNIQUES OF TOUR GUIDING**

DATE: 7TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A-20 MARKS

Question 1

- a) Briefly explain **FOUR** tour guiding techniques that may help you outweigh other guides **[4 Marks]**
- b) Briefly describe **TWO** major components of a pre- packaged tour. **[4 Marks]**
- c) As a tour professional, give **TWO** reasons why you would create a custom- design tour **[4 Marks]**
- d) Illustrate **FOUR** factors that have led to the growth of tour guiding in Kenya **[4 Marks]**
- e) Briefly explain two key roles a package tour plays in attracting clients. **[4 Marks]**

SECTION B- 30 MARKS

Question 2

- a) Discuss **FIVE** factors to consider while designing a tour package. **[5 Marks]**
- b) Describe **TWO** emergencies you may encounter during your guiding exercise and illustrate how you would handle the situation. **[10 Marks]**

Question 3

- a) Explain **FIVE** travel intermediaries and their benefits to your tour business **[5 Marks]**
- b) Describe **FOUR** total quality management dimensions you would adopt for the success of a new tour business. **[10 Marks]**

Question 4

- a) Explain **FIVE** challenges hindering the growth of tour business in the world. **[5 Marks]**
- b) "Tour marketing is critical for the success of a tour business". Analyze. **[10 Marks]**

Question 5

- a) As a professional Tour Consultant, analyze **FIVE** tour components you would consider when arranging a tour for a group of ten from the Europe. **[5 Marks]**
- b) An itinerary is a programme of events that may help you execute your duties as a tour guide. Analyze **[10 Marks]**

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