



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT**

SECOND YEAR FIRST SEMESTER 2018/2019 ACADEMIC YEAR

MAIN CAMPUS

BTM 3215: INTRODUCTION TO TOUR GUIDING

INSTRUCTIONS

**ANSWER QUESTION NUMBER ONE (1) AND ANY OTHER TWO (2)
QUESTIONS IN THE ANSWER BOOKLET PROVIDED**

QUESTION NUMBER ONE

QUESTION ONE CARRIES 30 MARKS THE REST 20 MARKS EACH

- a) With an aid of a diagram, explain the components of the travel industry (10 Marks)
- b) Discuss various reasons which prompt or encourage people to embark on travel (10 Marks)
- c) State and explain the major socio-cultural impacts of tourism in Kenya (10 Marks)

QUESTION NUMBER TWO

- a) Stanley Plog proposes a theory that associates the popularity of a destination to the inherent personalities of travelers. State the theory and explain in details. (10 Marks)

- b) Explain the differences between tour conducting and tour guiding (10 Marks)

QUESTION NUMBER THREE

- a) Discuss the major kinds of tour guides (10 Marks)

- b) What are the major strategies you will use as a tour guide to overcome communication barriers during a tour? (10 Marks)

c) QUESTION NUMBER FOUR

- a) The behaviour and conduct of the tour guide shall reflect the responsibilities that are required of a representative of the country. Illustrate principal responsibilities of a tour guide. (10 Marks)

- b) Discuss ten (10) major characteristics of a good tour guide. (10 Marks)

QUESTION NUMBER FIVE

- a) Define the term tour commentaries and illustrate procedure for preparing tour commentaries (10 Marks)

- b) What are the major steps used in delivering a tour commentary. (10 Marks)