



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

MAIN CAMPUS

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM
MANAGEMENT 2ND YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: B T M 3215

COURSE TITLE: TOUR GUIDING

EXAM VENUE:

STREAM: BTM Y2S1

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (30 MARKS)

- a) List and explain other group of people who also travel between countries and who are thus “travellers” by definition but are not generally included in tourism statistics. (5 Marks)
- b) Define the term tourist destination and describe three major factors which help a particular tourist destination to prosper? (10 Marks)
- c) List and illustrate key impacts of tourism in the world. (15 Marks)

QUESTION NUMBER TWO (20 MARKS)

- a) State and discuss the Cohen’s classification of tourists. (10 Marks)
- b) According to code of conducts guiding the tour guiding professional in Kenya, as a manager of Big five Tour Company, what would be the conduct of an ideal tour guide? (10 Marks)

QUESTION NUMBER THREE (20 MARKS)

- a) What are the things a tour guide should do in the pre-tour preparation stage? (10 Marks)
- b) Discuss factors that influence travel decisions (10 Marks)

QUESTION NUMBER FOUR (20 MARKS)

- a) Complaints should be looked upon positively; it is a way of preventing other complaints. It is also a way of receiving feedback from clients to let you know how you are performing. Discuss major guidelines that you will use to deal with tourists complaints. (10 Marks)

- b) Feeling some nervousness before giving a speech is natural and even beneficial to the tour guiding line of work, but too much nervousness can be detrimental. Explain ten (10) proven tips on how to control butterflies and give better presentations. (10 Marks)

QUESTION NUMBER FIVE (20 MARKS)

- a) Explain the types of tourism products that are associated with the term 'safari' and state how the negative impacts of safari tourism can be minimized. (10 Marks)
- b) Illustrate principal responsibilities of a tour guide. (10 Marks)