



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM
2ND YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

BTM 3215 : TOUR GUIDING

EXAM VENUE;

STREAM:

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

- a) Describe the term Tour escort. (8 Marks)**
- b) Explain the differences between tour conducting and tour guiding (7 Marks)**
- c) With an aid of a diagram, state and explain the structure of the travel industry giving examples where necessary. (15 Marks)**

QUESTION TWO

- a) In an interview by the leading tour company in Germany, one of the panelist asked Von Bosch what made him to apply for the position of a tour guide. What do you think inspired him to apply? (10 Marks)
- b) Discuss the major kinds of tour guides (10 Marks)

QUESTION THREE

- a) State and discuss ten (10) major characteristics of a good tour guide. (10 Marks)
- b) 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)

QUESTION FOUR

- a) Critically explain major strategies that you will use to overcome communication barriers during a tour. (10 Marks)
- b) Mike dean reported to his working station and was assigned to a group of tourist who were to be taken for a city of London tour; some of the tourist became difficult. Discuss major guidelines that he will use to handle them. (10 Marks)

QUESTION 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)