

Name _____ Index No. _____ / _____

1918/102

Candidate's Signature _____

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TOUR GUIDING TECHNIQUES

Date _____

July 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS
CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS
MODULE I**

TOUR GUIDING TECHNIQUES

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of FIFTEEN questions in TWO sections; A and B.

Answer ALL questions in Section A and any FOUR questions from Section B in the spaces provided in this question paper.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 10	32	
B		17	
		17	
		17	
		17	
Total Score		100	

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A

Answer **ALL** the questions in this section.

1. State **three** reasons that may make a potential tourist to choose an independent tour from among other travel options. (3 marks)

2. A group of European tourists are planning to attend a conference in your country. Highlight **four** types of information necessary for planning this tour. (4 marks)

3. Tour guides should protect themselves against any infections in the course of administering first aid to a client. Mention **three** common personal protective equipment they may require. (3 marks)

4. State **three** benefits of patience in tour guiding. (3 marks)

5. Highlight the **two** categories of tour operators. (2 marks)

6. Fire is a threat to conservation of the natural environment. List **three** precautions that a tour guide may take to ensure fire safety during camping. (3 marks)

7. Highlight **four** cultural activities that a tour guide may recommend to a group of tourists visiting the city of Nairobi. (4 marks)

8. Identify **three** emotions that tour guides encounter in their day to day work. (3 mark)

9. State **three** reasons why tour guides prefer to conduct morning and evening game drives. (3 mark)

10. Identify benefits of computerising record keeping in a travel agency. (4 mark)

SECTION B

Answer any **FOUR** questions from this section.

11. (a) As a tour guide in Company XYZ, you have been assigned a group of tourists interested in camping. Highlight **six** items that you would require for this activity. (9 marks)
- (b) Kings tours limited intends to purchase first aid facilities in the work place. Highlight **four** factors that may be considered before the purchase of these facilities. (8 marks)
12. (a) Tour planners consider certain factors when determining the cost of a tour. Highlight **six** such factors. (9 marks)
- (b) Parks in the northern tourist circuit experience low tourist influx due to insecurity. Explain **four** ways of ensuring safety of tourists in a park which has experienced banditry attacks in the past. (8 marks)
13. (a) Pauline has been tasked with the responsibility of leading tourists on an excursion. Explain how she may conduct an effective excursion. (9 marks)
- (b) Explain **four** ways in which a tour guide may create a positive first impression during the initial contact with tourists. (8 marks)
14. (a) Outline **six** checks that a tour driver guide should conduct during a tour. (9 marks)
- (b) Highlight **four** statutory provisions that a travel company in Kenya may ensure for her employees. (8 marks)
15. (a) Brochures are a common selling tool in tours and travel business. Explain **six** guidelines for effective brochure preparation. (9 marks)
- (b) Tour guides sometimes engage in activities that damage the reputation of their companies. Highlight **four** behaviours that may constitute unprofessional conduct. (8 marks)