

**SECTION A (32 marks)**

*Answer ALL the questions in this section.*

1. Birding is a common tourist activity. Highlight **four** features to observe during bird identification. (4 marks)
2. Itinerary development is one of the roles of tour operators. Mention **four** sources of information for this task. (4 marks)
3. Highlight **three** safety precautions that a tour guide should uphold to minimise cases of bush fires. (3 marks)
4. List **three** things that a driver guide should check before departing for a tour. (3 marks)
5. State **three** ways in which a tour guide may promote a positive image of his company. (3 marks)
6. There are certain items that tour operators exclude in the tour cost. List **three** such items. (3 marks)
7. Tour guides should possess some basic first aid skills. State **three** reasons for this requirement. (3 marks)
8. Highlight **three** reasons why it is advisable for tour guides to follow a predetermined tour itinerary. (3 marks)
9. Outline **three** ways in which tour guides may navigate through an unfamiliar destination. (3 marks)
10. State **three** advantages of information technology in the development of tourism. (3 marks)

**SECTION B (68 marks)**

*Answer any FOUR questions from this section.*

11. (a) Explain **six** strategies that a tour guide may use to minimise loss of tourists' properties during a tour. (9 marks)
- (b) Kiko a tour guide leading a group of tourists on a game drive has sighted a pride of lions mating. Outline **four** precautions that he should take while at the sighting. (8 marks)

12. (a) Explain **six** factors that may influence the transport cost of a tour. (9 marks)
- (b) It is a legal requirement for all tour operators to have a physical office. Explain **four** advantages of this office. (8 marks)
13. (a) Highlight **six** tips a tour guide may give to a group of tourists intending to undertake a trekking expedition. (9 marks)
- (b) Highlight **four** factors that may limit tourists' experience in a serviced accommodation facility. (8 marks)
14. (a) Tour leaders should submit a tour report at the end of every tour. Explain **six** kinds of information that should be highlighted in such reports. (9 marks)
- (b) There are certain activities that professional tour guides should not engage in while on duty. Highlight **four** activities that may violate the rights of the tourists. (8 marks)
15. (a) A travel company intends to recruit a tour guide for her new branch. Highlight **six** requirements that may be considered in the description for the above position. (9 marks)
- (b) Explain **four** qualities of good customer service in tour guiding. (8 marks)

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