

Name: \_\_\_\_\_ Index No.: \_\_\_\_\_

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TOUR GUIDING TECHNIQUES

July 2013

Time: 3 hours

Candidate's signature: \_\_\_\_\_

Date: \_\_\_\_\_



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 at the top of this page.*

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

*This paper consists of 15 questions in TWO sections; A and B.*

*Answer ALL questions in section A in the spaces provided after each question.*

*Answer any FOUR questions in section B in the spaces provided.*

*Section A is out of 32 marks while section B is out of 68.*

*Do not remove any pages from this booklet.*

*Candidates should answer the questions in English.*

**For Examiner's Use Only****SECTION A**

Question	1	2	3	4	5	6	7	8	9	10	Total
Marks											

**SECTION B**

Question	11	12	13	14	15	Total
Marks						

Grand  
Total

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**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 (32 marks)**

Answer **ALL** the questions in this section in the spaces provided after each question.

1. Explain the meaning of the following (3 marks)

(i) Camping

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(ii) Shuttle service

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(iii) Driver guide

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2. Highlight **four** factors that determine the cost of a transfer service in the travel industry. (4 marks)

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

(iv) \_\_\_\_\_

3. State **two** advantages of a well ventilated office. (2 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
4. Identify **four** professional skills of a tour guide. (4 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_
5. State **three** roles of an airport representative. (3 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
6. State **three** problems that a guide may encounter while on a tour. (3 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
7. Identify **four** sites where photography is prohibited for visitors in Kenya. (4 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_
8. State **three** factors to be considered when designing an office layout. (3 marks)
- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

9 Highlight **three** guidelines for bushcraft.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

10. State **three** stages of itinerary planning. (3 marks)

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

**SECTION B (68 marks)**

*Answer any FOUR questions from this section in the spaces provided.*

- 11. (a) Report writing is one of the duties of a tour guide. Highlight the information that should be included in a tour report. (8 marks)
- (b) Outline **six** internal factors that may affect the working conditions of employees in a tourist information office. (9 marks)
- 12. (a) At a scene of accident a first aider is usually faced with several tasks at once. Explain how by-standers may be of assistance to the first aider. (8 marks)
- (b) Jakoyo a travel manager intends to carry out inspection on the filing system used at his travel agency. Highlight **six** guidelines he should consider. (9 marks)
- 13. (a) Explain **four** challenges that guides face when guiding group tours. (8 marks)
- (b) Highlight **six** professional ethics of a tour guide. (9 marks)
- 14. (a) Explain **six** problems that face the tour guiding profession in Kenya. (9 marks)
- (b) Explain **four** external factors that may affect a tour operator's business. (8 marks)
- 15. (a) Outline **four** factors to consider when acquiring new furniture for an office. (8 marks)
- (b) Hassan is a tour guide accompanying tourists on a game drive in Maasai Mara game reserve. Outline the information that he is likely to give to the tourists during the tour. (9 marks)