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**TOUR GUIDING TECHNIQUES**  
July 2019  
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**

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

*Answer ALL questions in section A and any FOUR questions from section B in the answer booklet provided.*

*Maximum marks for each part of a question are as shown.*

*Candidates should answer the questions in English.*

**This paper consists of 3 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.

1. State **three** precautions that a tourist should take while on a visit to a slum area. (3 marks)
2. Tour companies look for certain qualities when hiring tour guides. Identify **three** such qualities. (3 marks)
3. Tour guides occasionally encounter clients with hearing impairment. Highlight **three** guidelines that tour guides should observe when communicating with them. (3 marks)
4. Outline **four** roles of a receptionist that ensure high service standards in a tour company. (4 marks)
5. List **three** elements of a skeleton tour itinerary. (3 marks)
6. Mention **four** symptoms that may assist a tour guide to identify a snake bite. (4 marks)
7. Tour guides may be involved in various risks as they undertake their duties. Highlight **three** guidelines they may follow to manage casualties in an accident situation. (3 marks)
8. State **three** aspects that tourists may be briefed on while on a city tour in Kenya. (3 marks)
9. Office equipment are essential in the operation of tour firms. Outline **three** benefits of effective use of such equipment. (3 marks)
10. Identify **three** elements that you may consider when costing a tour package. (3 marks)

**SECTION B (68 marks)**

*Answer any FOUR questions from this section.*

11. (a) Tour guiding trainees in your organization wish to know the guidelines to follow when picking tourists arriving at an international airport. Describe these guidelines. (9 marks)
- (b) Tour firms are held responsible for clients in case of loss of their valuables. Highlight **four** ways tour guides may prevent such losses while on tour. (8 marks)
12. (a) Wildlife safaris are a popular tourist activity in Kenya. Highlight the check-in procedure in a national park. (9 marks)
- (b) Explain **four** circumstances that may lead to cancellation of a tour by international travellers. (8 marks)
13. (a) Explain **six** instances under which a tour operator may offer discounted rates to clients. (9 marks)
- (b) Highlight **four** ways of handling mild heat exhaustion. (8 marks)
14. (a) Tour planners take considerable time in designing tours. Explain **six** factors that they may consider while planning these tours. (9 marks)
- (b) Mulele Travels Limited is in the process of computerising its tour records. Highlight **four** advantages of such a move. (8 marks)
15. (a) Explain **six** factors that a tour guide should consider when constructing a wilderness shelter for a group of tourists. (9 marks)
- (b) Tour firms' offices are often located in major cities. Highlight **four** reasons for this. (8 marks)

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