

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN WILDLIFE AND ENTERPRISE
MANAGEMENT**

WIEM 361: TOUR GUIDING MANAGEMENT

STREAMS: BSC (WIEM) Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER
TWO IN SECTION B**

SECTION A (30 MARKS)

1. Define the following terms as used in tourism and hospitality
 - (a) Itinerary
 - (b) Tour
 - (c) Tour guide
 - (d) Briefing
 - (e) Back tracking [5 marks]
2. Briefly state any five of the seven golden principles of Tour Guiding. [5 marks]
3. Briefly state the importance of tour guiding. [5 marks]
4. Differentiate between the following terms giving examples
 - (a) National reserve and game reserve
 - (b) Lodge and Camp
 - (c) National Park and Game Park
5. Name the members of the Big Five. [5 marks]
6. Explain the required professional behaviour of a guide. [5 marks]

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SECTION B (40 MARKS)

7. (a) Explain the essential skills and knowledge of a tour guide. [10 marks]
(b) Discuss the characters and attributes of a tour guide. [10 marks]
8. (a) Discuss the effect of poaching on the sustainability of an ecosystem.[10 marks]
(b) Discuss the impact of off road drive to the environment. [10 marks]
9. (a) Explain how a tour guide handle the following
(i) Severe sun burn
(ii) Snake bite
(iii) Broken limps
(iv) Fainting and losing of consciousness
(v) Bleeding [10 marks]
- (b) Discuss at least 5 principles of Leave No Trace. [10 marks]
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