

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1104**

**COURSE TITLE: PRINCIPLES AND TECHNIQUES**

 **OF TOUR GUIDING**

**DATE: 27TH JANUARY 2017 TIME: 11:00AM– 1:00PM**

**INSTRUCTIONS TO CANDIDATES**

Answer all questions in **SECTION** **A** and any other three in **SECTION B**

**SECTION A**

1. Explain different ways a tour guide can identify birds during birds watching spree (5 marks)

2. Highlight the different elements of costing you need to consider while planning an itinerary for your client (5 marks).

3. Define the following terms as used in the field of tourism (6 marks)

1. Excursion
2. Destination
3. Trip
4. Itinerary
5. Tourism product
6. Briefing
7. List at least six (6) common services that clients reserve in a tour company

(3marks)

5. Explain some of items that a tour guide should brief visitors on when they arrive in a destination (6marks)

**SECTION B**

1. A group of tourist is to arrive via BA068 at NBO-ETA 09:00HRS on 10th Dec 2016. Using a detailed and skeleton itinerary Plan, a 3 day tour to cover city tour and Lake Nakuru national park. The group return home via KLM 548 ETD 19:00HRS via NBO (15 marks)
2. As a tour guide, what principles and ethics of tour guiding should you follow to ensure no complain from your clients and colleagues in your firm (15 marks)

8. As a sales person at track car hire located in Nairobi, calculate the cost of the following trips for each client giving the cheapest rates possible.

1. 1st Client: Wants to hire a Prado for 7 days to travel to kisii and kericho

 (2marks)

1. 2nd Client: A couple want to hire a chauffeur driven Mercedes for 1day for their wedding in Nakuru (2marks)
2. 3rd Client: Peter hired a Toyota Rav4 for 3 days to Wajir and then came back via Marsabit and Isiolo. However he brought the car on the 5th day

 (2marks)

**Terms**

* Chauffer driven services @ an additional cost of Ksh 1400 per day
* In case of extension of duration of hire, a penalty of 20% is charged on the total cost of the duration of hire (inclusive of additional days)
* It is the company policy to adopt the unlimited mileage rate for trips taking more than 3 days.

**Limited Mileage Cost Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| s/n | **Vehicle type** | **Daily rates**  | **Weekly rates** | **Per km rates** |
| 1 | Toyota starlet/ vits | 800 | 4800 | 24 |
| 2 | Toyota corolla | 1000 | 6000 | 26 |
| 3 | Toyota premio | 1200 | 8100 | 28 |
| 4 | Subaru station wagon | 1600 | 10500 | 30 |
| 5 | Rav4 (4wd) | 1800 | 11200 | 35 |
| 6 | Mercedes benz , Mark 11 | 3000 | 20500 | 35 |
| 7 | Toyota Prado, land cruiser | 2700 | 18000 | 33 |
| 8 | Toyota Hiace mini bus | 1900 | 12400 | 30 |

**Unlimited Mileage Cost Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| s/n | **Vehicle type** | **Daily rates**  | **Weekly rates** |
| 1 | Toyota starlet/ vits | 4000 | 20000 |
| 2 | Toyota corolla | 5000 | 25000 |
| 3 | Toyota premio | 6000 | 30000 |
| 4 | Subaru station wagon | 7000 | 35000 |
| 5 | Rav4 (4wd) | 8000 | 40000 |
| 6 | Mercedes benz , Mark 11 | 9000 | 42000 |
| 7 | Toyota Prado, land cruiser | 12000 | 45000 |
| 8 | Mini bus | 6500 | 34400 |

8(b). Discuss the advantage of using car rental services compared to a public means of transportation (7marks)

1. As a tourist, why would you prefer a packaged tour than any other alternative available (15 marks)

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