

Name: _____ Index No. _____ / _____

2912/102

2918/102

TOUR GUIDING AND TRAVEL OPERATIONS

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
MODULE I

TOUR GUIDING AND TRAVEL OPERATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

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

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

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

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

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.

1. (a) A tour leader should brief tourists on risky situations in the wilderness. Highlight **five** guidelines for safety while in the wilderness. (10 marks)
- (b) Describe **five** services offered by car rental companies. (10 marks)
2. (a) Airlines normally make special arrangements for clients with special needs during booking. Highlight **five** categories of clients who may require such specialised arrangements.. (10 marks)
- (b) Highlight **five** factors to consider when costing for accommodation of clients. (10 marks)
3. (a) Explain **five** ways through which a member of staff in a busy travel agency may contribute to customer dissatisfaction. (10 marks)
- (b) Clients wishing to travel during holidays may book for certain services. However even after booking some clients go ahead and cancel due to unavoidable circumstances. Highlight **five** instances that may prompt a cancellation fee. (10 marks)
4. (a) Most tour companies are finding it necessary to involve tourists in sport activities. Explain **five** water sports activities that may be available to tourists in a tourism destination. (10 marks)
- (b) Explain **five** precautions undertaken by a tour guide to avoid the risk of infection when administering first aid to an injured client. (10 marks)
5. (a) Explain **five** reasons why the government recommends tour companies to acquire operational licence. (10 marks)
- (b) Highlight **five** challenges a tourist may encounter when travel regulations are not adhered to. (10 marks)
6. (a) Travel agents play a significant role in the tourism industry. Highlight **five** attributes associated with these agents. (10 marks)
- (b) Tour guides must be skillful in spotting a game while guiding guests. Explain **five** techniques that may be applicable during the game drive to enhance spotting. (10 marks)
7. (a) Explain **five** reasons why life skills are important for a tour guide student. (10 marks)
- (b) Insurance companies play a vital role in the tourism sector. Highlight **five** benefits that may accrue to tourists who purchase travel insurance covers. (10 marks)