

2912/102

2918/102

TOUR GUIDING AND TRAVEL OPERATIONS

July 2022

Time: 3 hours



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

This paper consists of SEVEN questions.

Answer any FIVE questions 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 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. ✓ (a) Explain **five** guidelines that a tour guide may use when communicating verbally with visitors. (10 marks)
- (b) Explain **five** strategies that may be used by a tour officer to increase sales of a tour package. (10 marks)
2. (a) Describe **five** requirements that a person should fulfil in order to be licensed as a tour guide in Kenya. (10 marks)
- (b) Outline **five** precautions that a person should take to sustainably manage camp site fire in the wilderness. (10 marks)
3. (a) The law of tort covers the interests of tourists in destinations. Explain **four** ways in which these interests are covered. (8 marks)
- (b) Outline **six** ways in which travel agency businesses earn income. (12 marks)
4. ✓ (a) Explain **five** ways in which camping visitors can ensure safety from wild animals at a camp site. (10 marks)
- (b) Explain **five** circumstances that may lead to diversion of a flight en-route to a destination. (10 marks)
5. ✓ (a) Explain **five** factors that should be considered when purchasing camping equipment. (10 marks)
- (b) Describe **five** characteristics that are associated with charter flights. (10 marks)
6. ✓ (a) Explain **five** reasons that have made the modern yacht a preferred means of transport among cruise tourists. (10 marks)
- (b) Explain **five** reasons that have made travel agencies to adopt online systems in their operations. (10 marks)
7. ✓ (a) Outline **six** unethical practices that a tour guide should avoid while discharging his duties. (12 marks)
- (b) Explain **four** ways of managing a first aid kit effectively. (8 marks)

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