

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/CU/TM/CR/09/5/A

PROVIDE TOUR GUIDING SERVICES

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATES

Maximum marks for each question are indicated in brackets ().

*This paper consists of **THREE** sections: A, B and C.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

This paper consists of FIVE (5) printed pages

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

SECTION A (20MARKS)
Attempt all questions in this section

1. Which of the following is the meaning of a historical tour guide (1 mark)
 - A. Leading tourists' groups to national monuments, historical sites, historical districts, religious or archaeological sites, and museums.
 - B. Guiding the tourists in towns and unique places of interest.
 - C. They offer visitors an interesting description of the location and interesting sites.
 - D. Help the tourists carry their baggage during a tour.
2. What is the characteristic of a good tour commentary? (1 mark)
 - A. Simple
 - B. Include other interesting items even if not part of the tour
 - C. Not tiresome
 - D. Done by tourists
3. Why is debriefing very important? (1 mark)
 - A. It improve performance
 - B. It break boredom
 - C. It creates of tour packages
 - D. For marketing purposes
4. Which of the following components can be used in classification tourist transfers (1 mark)
 - A. Number of customers
 - B. Number of cars
 - C. Types of drivers
 - D. Distance
5. What should a tour guide do before the start of a tour? (1 mark)
 - A. Plan for a detour
 - B. Provide necessary information to tourist before you start tour
 - C. Carry appropriate equipment's brought by the tourists
 - D. Reorganize the tour
6. Which of the following is a likely contingency tourist may face while visiting destinations in Kenya (1mark)
 - A. Theft
 - B. Lack of planning
 - C. Failure to access power
 - D. Poor services
7. What is the correct meaning of transport terminals (1 mark)
 - A. Locations where buses operate
 - B. Premises used or intended for use for the loading of goods and people.
 - C. Areas where flights land and take- off
 - D. Parking places where buses park

8. Which of the following is part of airport baggage check procedure (1 mark)
- A. Counting bags.
 - B. Screen suitcases for security reasons
 - C. Check weights of bags
 - D. All of the above
9. What is a travel itinerary in tour guiding (1 mark)
- A. Plan with the necessary service providers
 - B. a schedule of events relating to planned travel
 - C. Travel idea put on a paper
 - D. A map to show where to go and where not to go
10. What is the importance of Meet and Greet services (1 mark)
- A. Find the route to the airport of intent
 - B. Sidestepping prolonged airport cues and easy access to facilities
 - C. Ease movement when boarding flights
 - D. Gain easy access of the restricted zones other can reach
11. Why should a tour guide have the skills of first aid? (1 mark)
- A. Enhance survival opportunities
 - B. Makes the guests confident and sure
 - C. Minimizes confusion
 - D. Makes work easier while in the field
12. Which of the following explains the meaning of gratuity (1 mark)
- A. Commission given for good work they do.
 - B. Money customarily given by a customer for the service performed.
 - C. It is bonus given in advance before the actual salary
 - D. Sum of money they deserve and have to earn it.
13. Travel agents are examples of service providers in the travel industry. They are also referred to as? (1 mark)
- A. Wholesalers
 - B. Retailers
 - C. Principals
 - D. Producers
14. Airports may be classified based on (1 mark)
- A. Number of employees
 - B. Size of runaways
 - C. Based on shape and design
 - D. Year of establishment

15. What is the meaning of check-in? (1 mark)
- A. The act of going to a destination.
 - B. Process of reporting that you have arrived at a place.
 - C. The process of carrying luggage into a place.
 - D. Movement into a place.
16. Why is it a good practice to confirm, check and note tourist's arrival information (1 mark)
- A. To allow proper planning of the right number of tourists
 - B. To minimize poor delivery of services
 - C. To increase the needs required by tourists
 - D. To make the tour easy to monitor
17. Which is the modern way through which tour guides navigate routes during their tours. (1 mark)
- A. Landmarks
 - B. Compass
 - C. GPS
 - D. Solar positioning
18. Identify one main challenge facing tour guides in Kenya today since covid -19 struck(1 mark)
- A. Poor pay due to fluctuation in economy
 - B. Closure of attraction sites
 - C. Lack of morale and motivation
 - D. Competition from neighbouring countries.
19. Define the term excursion (1 mark)
- A. Short trip to the destination with a group of few tourists.
 - B. Short journey guided by short itinerary
 - C. Short trip for a special purpose and with the intention of a prompt return:
 - D. Short trip with defined purpose of short overnight stay
20. Writing of a tour report is beneficial in a travel and tour company. Give the most suitable reason for this. (1 mark)
- A. Development of SWOT analysis.
 - B. Enable the company meet its intended employee's capacity
 - C. To check the business suitability and intent.
 - D. Check if the business assets are functional and operational.

SECTION B(40MARKS)

Answer all questions in this section

21. Identify **FOUR** attributes a tour guide should possess in order to perform duties effectively (4 marks)
22. Define the term a tour guide (1 marks)
23. Outline any **FIVE** advantages of using tour guides during a tour (5 marks)
24. Describe the **FOUR** Steps followed when making a tour commentary (4 marks)
25. What any other **THREE** tasks can a tour guide do other than his regular work? (3 marks)
26. Mention any **FIVE** types of interpretations used in our day to day lives. (5 marks)
27. State any **THREE** items a tour guide should carry when going for a tour? (3 marks)
28. Identify any **FOUR** important tools a tour guide should carry when taking tourist for camping (4 marks)
29. State **FOUR** benefits of hiring a tour guide while undertaking a tour (4 marks)
30. Outline any **FOUR** conditions that may prompt a tourist(s) to hire a travel guide (4marks)
31. Mention any **THREE** benefits to a cruise ship guide (3 marks)

SECTION C (40 MARKS)
Answer any two questions in this section

31. Tour guiding is very key for the success of any tour.

a) Explain **FIVE** ways of improving tour guiding skills (10 marks)

b) Mention **FIVE** qualities of a tour guide (10 marks)

32. a) Explain **FIVE** approaches a tour guide should use to provide a good tour (10 Marks)

b) Explain **FIVE** challenges a tour guide may face while handling tourists (10 Marks)

33. A travel itinerary is a very important tool that has to be made before the tour and it can make or break the tour.

a) Describe **FIVE** elements an effective itinerary (10 marks)

b). Explain any **FIVE** Tips that a successful tour guide should employ for effective service delivery. (10 marks)