



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 3/SEMESTER 2

COURSE CODE: BTHM 3204

NAME: TOUR GUIDING AND LEADERSHIP

DATE: 2025-04-17

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Compulsory (40 marks)

Question 1:

Jackson, a renowned city tycoon sought from his trusted friend Alfred on which business he would diversify in with his investment portfolio. Although vaguely, Alfred recommended to him that lately, the tourism sector provides the best profitable opportunities and most especially opening up a tour company that offers guided safaris within Uganda. Alfred further suggested that although he (Jackson) had the financial capital that would kick start the business, he should consider hiring the most competent tour guides if he is to enjoy the returns. However due to his vague knowledge about tour guides, he has opted to seek from you about the following;

- (a) Define a tour guide (4 marks)
- (b) Identify the different types of professional tour guides (10 marks)
- (c) Identify the qualities of a professional tour guide (8 marks)
- (d) Explain the roles of a professional tour guide (8 marks)
- (e) Explain the challenges of tour guiding as a profession (10 marks)

Section B Attempt any three questions (60 marks)

Question 1:

With reference to Doxey Irridex model, discuss any tourist and tour guide behavioral practices during tour proper, that may induce host irritation towards tourism in a destination (20 marks)

Question 2:

- a). Explain the different means of transport used in tourist travel while at tourism destinations (6 marks)
- (b). Discuss the preferred qualities of a tourist transport system at a tourism destination (14 marks)

Question 3:

- a). With an illustration, describe the tour guiding cycle (10 marks)
- (b). Discuss the challenges that impede effective tour guiding in nature-based destinations such as National parks (10 marks)

Question 4:

With reference to Plog's model of tourist behavior, differentiate the behavioral practices that tour guides might experience among tourists in their tourist groups (20 marks)

Question 5:

- a). With an illustration, describe the communication process between the tour guide and tourists (10 marks)
- (b). Explain any communication techniques that can be used by tour guides in the process of communicating with their tourists (10 marks)

Question 6:

- (a). Explain the different risks that tourists may encounter while at tourist destinations (10 marks)
- (b). identify any precautions a tour guide can pursue to ensure tourist safety while at the destination (10 marks)