INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Compulsory (40 marks)

Question 1:

Effective communication in the tourism industry and specifically in tour guiding services requires one to not only articulate, but also engaging and capable of answering multiple guest questions knowledgeably. While on tours, communication involves public speaking and active listening to ensure that all tour parties and their members feel understood and engaged. As a student of tourism bearing commendable skills in tour guiding and leadership skill, you are required to answer the following;

(a) Describe the communication process as applied in tour guiding and leadership skills (8 marks)

(b) Describe any non verbal communication techniques used by tour guides (6 marks)

(c) Describe any verbal communication techniques used in tour guiding (6 marks)

(d) Identify any communication barriers that might arise between tourists and their guides (10 marks)

(e) identify any practical measures that can be used by tour guides to minimize the above aforementioned challenges (10 marks)

Question 2:

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 Abraham Maslow's theory of motivation, discuss how tour guides can satisfy tourist needs during the tour-proper stage (20 marks)

Question 2:

With reference to Doxey Irridex model, discuss any practical measures tour guides can implement to reduce host irritation towards tourism and tourists in destinations (20 marks)

Question 3:

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 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). Identify any non-verbal techniques tour guides can use while communicating with their tourists. (10 marks)

(b). Explain any barriers that tour guides may encounter in the process of communicating with their tourists (10 marks)

Question 6:

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 7:

(a). Explain the different types of tour guides synonymous with the tourism industry (8 marks)

(b). Discuss the qualities of a professional tour guide (12 marks)

Question 8:

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 9:

(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)

Question 10:

(a). Explain the components of a professional tour guide's commentaries (10 marks)

(b). Develop a tour guide commentary for;

(i) Cultural site/attraction of your choice (5 marks)

(II) A Wildlife animal of your choice (5 marks)

Question 11:

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 12:

(a) Identify any possible causes of road accidents in tourist destinations (10 marks)

(b) Suggest any possible measures that can be adopted to minimize road accidents in tourism destinations (10 marks)

Question 13:

Explain the following terms and concepts as applied in tour guiding and leadership skills;

(a) Tour proper (4 marks)

(b) Tour guide commentaries (4 marks)

(c) Itinerary (4 marks)

(d) Tour guide (4 marks)

(e) Tourist attraction(4 marks)