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MODULE IV

TOUR AND TRAVEL MANAGEMENT LEVEL 6

TO/OS/TTM/CR/01/6/MA

Perform Tour Guide Operations

July/August 2026

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

WRITTEN ASSESSMENT

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATE:

1. Confirm that you have been issued with the correct assessment tool (Course, Level, Unit Code and Unit name) before you begin.
2. This paper consists of **TWO** sections: **A** and **B**.
3. Answer **ALL** questions in section **A** and **ANY THREE (3)** questions in section B.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. Do not write on the question paper.

This paper consists of THREE (3) 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 (40 MARKS)

Answer ALL questions in this section.

1. Camping offers tourists with nature experience when visiting an attraction. List TWO factors to consider when choosing a camping place. (2 Marks)
2. While guiding tourists in a wildlife reserve you realize that different places have different species of plants and animals. State THREE factors influencing habitat distribution. (3 Marks)
3. A group of tourists is interested in adventure experiences. List THREE outdoor activities they can participate in. (3 Marks)
4. Attractions sites comprise of both living and nonliving things offering beauty scenery to visitors. State TWO differences between flora and fauna. (4 Marks)
5. You have been assigned to work as a professional tour guide in a destination. List FOUR attributes of a tour guide. (4 Marks)
6. A tour company is recruiting guides for different assignments to enhance customers satisfactions. Identify FOUR types of tour guides. (4 Marks)
7. During a multi-day tour, guides are expected to perform various duties. State FOUR roles of a tour guide. (4 Marks)
8. A client is comparing accommodation options in different hotels. State FOUR factors affecting hotel tariffs. (4 Marks)
9. Before departing for a safari tourists are briefed by the guide. List FOUR importance of tour briefing. (4 Marks)
10. A tour driver is issued with imprest before the trip begins. State FOUR importance of drivers' imprest. (4 Marks)
11. You are preparing for a camping expedition with tourists. Identify FOUR types of camping gear and equipment required. (4 Marks)

SECTION B (60 MARKS)

Answer THREE questions in this section

12. During a busy guided city tour involving multiple stops at markets and cultural sites many tourists reported that their valuables were missing.
    a) Explain FOUR causes of losing their valuables. (8 Marks)
    b) Discuss SIX measures a tour guide can implement to prevent loss of tourists' valuables. (12 Marks)

13. Tourists enjoy the trip when their needs are well catered for and thus enhances frequency in visiting the destination in different plays as they receive a subsidized rate.

    a) Explain FOUR reasons for offering discounts to clients. (8 Marks)
    b) Discuss SIX effects of offering discounted packages. (12 Marks)

14. During a multi-day tour some clients begin to express dissatisfaction with various aspects of the services that was not properly handled, escalate and damage the company's reputation.

    a) Identify FIVE causes of customer dissatisfaction during tours. (10 Marks)
    b) Discuss FIVE importance of handling customers complaints on time. (10 Marks)

15. A tour company is transitioning from a manual record-keeping system to a computerized system and is facing a lot of challenges that has made it stop for a while.

    a) Describe FOUR challenges that may be faced. (8 Marks)
    b) Discuss SIX benefits of computerizing tour operations. (12 Marks)