



MACHAKOS UNIVERSITY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

**THIRD YEAR SUPPLEMENTARY EXAMINATION FOR THE AWARD OF
BACHELORS DEGREE IN HOSPITALITY AND TOURISM MANAGEMENT**

COURSE: BTM 371

SEMESTER 1: JANUARY-APRIL 2019

Instructions: This paper consist of FOUR Questions

Answer Question One (Compulsory) and any other Two questions

QUESTION ONE (Compulsory)

- a) Define the following terms as used in Tours and Travel [10mks]
- i) Tours
 - ii) Trip
 - iii) Eco tourist
 - iv) Historical tourism
 - v) Cultural tourism
- b) Discuss in details the roles of a tour operator. [8mks]
- c) In tourism, there are several elements of the tour that need to be costed. Identify those elements. [6mks]
- d) Tourism has different types of tour operators. List and briefly explain them. [6mks]

Answer any TWO questions

QUESTION TWO

- a) Discuss in detail the types of travel agencies that we have according to tours and travel. [10mks]

- b) Mention and discuss briefly the forms of tourism products that we have in Kenya.
[10mks]

QUESTION THREE

- a) Explain the various objectives of Kenya Association of Travel Agents. [10mks]
b) Identify and explain the various sources of income for a travel agent. [10mks]

QUESTION FOUR

- a) Discuss in details the current issues and trends in the travel industry. [10mks]
b) There are various factors that affect the choice of transportation by various tourist clients. Discuss using examples. [10mks]

QUESTION FIVE

- 5a) Explain five types of tour guides. (10 marks)
b) Discuss five factors to consider in order to ensure a successful tour. (10 marks)