



# MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN

HOSPITALITY AND TOURISM MANAGEMENT

BTM 371: TOUR AND OPERATIONS TECHNIQUES

DATE: 23/7/2019

TIME: 11.00-1.00 PM

---

## INSTRUCTIONS

Answer Question One and Any Other Two Questions

### QUESTION ONE (COMPULSORY)

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

### QUESTION TWO

- a) Discuss in detail the types of travel agencies that we have according to tours and travel. (10 marks)
- b) Mention and discuss briefly the forms of tourism products that we have in Kenya. (10 marks)

### **QUESTION THREE**

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

### **QUESTION FOUR**

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

### **QUESTION FIVE**

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