



# MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

**BTM 371-3: TOUR OPERATIONS TECHNIQUES**

**DATE: 11/11/2020**

**TIME: 8:30 – 10:30 AM**

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## INSTRUCTIONS

**This paper consists of FIVE Questions**

**Answer Question One (Compulsory) and any other Two questions**

### SECTION A (COMPULSORY)

#### QUESTION ONE (30 MARKS)

- Define the following terms as used in Tour Operations. (10 marks)
- Discuss in details FIVE forms of tourism giving examples in each. (10 marks)
- List and describe the EIGHT freedoms of air. (8 marks)
- Define the term tour operator. (2 marks)

### SECTION B: ANSWER ANY OTHER TWO QUESTIONS

#### QUESTION TWO (20 MARKS)

- Discuss in detail **SIX** sources of income for a travel agent. (12 marks)
- We have different kinds of travel agents in tourism industry. List and discuss **FOUR** types of travel agents. (8 marks)

#### QUESTION THREE (20 MARKS)

- International Civil Organization (ICAO) aims at developing principles and techniques of international air navigation while leading in the planning and development of international air transport. State **EIGHT** main objectives of ICAO. (8 marks)
- List and explain in details using examples **SIX** impacts if information and communication technology on travel trade. (12 marks)

#### **QUESTION FOUR (20 MARKS)**

Discuss in details the current issues and trends that we have in the travel industry in tourism and hospitality in Kenya.

#### **QUESTION FIVE (20 MARKS)**

- a) The Kenya Association of Travel Agents (KATA) is a membership based organization that has represented the interests of Kenya travel agents since 1979. State **EIGHT** objectives of this organization. (8 marks)
- b) Discuss in details **SIX** factors affecting choice of transport in the tourism and hospitality industry. (12 marks)