



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 111-1 : INTRODUCTION TO TOUR AND TRAVEL OPERATIONS

DATE: 21/6/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms : (10 marks)
- i) Symbiotic tourism
 - ii) Health Tourism
 - iii) Eco tourist
 - iv) Historical tourism
 - v) Cultural tourism
- b) Discuss in details 4 roles of a tour operator. (8 marks)
- c) In tourism, there are several elements of the tour that need to be costed. Identify 6 of those elements. (6 marks)
- d) Tourism has different types of tour operators. Briefly explain three of them. (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain 5 barrier/de-motivators of travel in the hospitality industry. (10 marks)
- b) Discuss briefly the forms of tourism products that we have in Kenya. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain FIVE reasons why terrorism and violence is a major threat to hospitality and tourism industry. (10 marks)
- b) Identify and explain the various sources of income for a travel agent. (10 marks)

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QUESTION FOUR (20 MARKS)

- 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 (20 MARKS)

- a) In the tourism industry. The travel agent plays a major role in the travel and tourism industry. Discuss the basic functions of a travel agent operator. (10 marks)
- b) Discuss in details using examples where necessary five functions of world tourism organization (W.T.O). (10 marks)