



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND 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:

TIME:

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

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Describe the Five facets of the Hospitality Industry. [10mks]
- b) Briefly explain the five freedoms of air and their implications on air travel. (5 marks)
- c) You are a tour operator at Kibo Safaris, design a 5day 4night itinerary for an international clients who want to visit Central circuit. [10mks]
- d) Compare and contrast the difference between the term tour operator and travel agent giving examples . (5mks)

QUESTION TWO (20 MARKS)

- a) Discuss the 14 stages of planning and managing a tour. (14 marks)
- b) A travel agent is a person who sales products on retail basis. Assume you are travel agent at Kenya Airways. List 6 ways you will get income to support your agency. (4 marks)

QUESTION THREE (20 MARKS)

- a) You are a tour consultant manager at Kobo safaris. Evaluate Five ways how you will handle the impacts of information and communication technology on travel trade. (10 marks)
- b) It is important to consider various matters to ensure a quality tour for a tour operator, while working on a tour program. State and discuss those matters. (10 marks)

QUESTION FOUR (20 MARKS)

Analyze **Ten** current issues and trends that we have in the travel industry in tourism and hospitality in Kenya and name a solution for each.

QUESTION FIVE (20 MARKS)

XYZ tours ltd. Seeks for advice regarding the various approaches/ strategies used by tour operators in negotiating hotel beds and airline seats, Discuss, citing relevant examples, how XYZ tours ltd would use these techniques in capacity planning.