



MACHAKOS UNIVERSITY
University Examination for 2021/2022 Academic Year
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
THIRD YEAR SUPPLEMENTARY SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)
BTM371-3: - TOUR OPERATIONS TECHNIQUES

DATE

TIME

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)