



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR
CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT

CHTO 014: INTRODUCTION TO TRAVEL AND TOUR OPERATIONS

DATE: 11/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer all questions in section A and any two in section B.

SECTION A: COMPULSORY (30 MARKS)

1. a) Explain the five components of tourism products (10 marks)
- b) Differentiate between the demand and supply as applied in travel and tour operations. (2 marks)
- c) Highlight four parts of tourism system. (4 marks)
- d) Differentiate between the following:-
 - i. International and internal tourism. (2 marks)
 - ii. National and Domestic tourism. (2 marks)
- e) Explain five reasons why terrorism and violence is a major threat to hospitality and tourism industry. (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS (40 MARKS)

2. a) Highlight any five factors which influence the functioning of tourism system. (5 marks)
- b) Outline any five policy areas in travel and tour operations. (5 marks)
- c) Explain five importance of tourism law. (10 marks)
3. a) Discuss five positive Socio- Cultural impacts of tourism. (10 marks)
- b) Explain five negative Socio-Cultural impacts of tourism. (10 marks)
4. a) Explain the meaning of travel facilitators as applied in travel and tour operations. (2 marks)
- b) Explain any four travel facilitators that a tourist would require. (8 marks)
- c) Explain the following barriers/ demotivators to travel in the hospitality industry:-
- i. Lack of time
 - ii. Health reasons
 - iii. Ignorance
 - iv. Traditions
 - v. Fear and Safety (10 marks)
5. a) Highlight lifestyle and life cycle determinants of tourism demand. (8 marks)
- b) Differentiate between the following:-
Deferred and No Demand (2 marks)
- c) Explain the roles of World Travel and Tourism Council (WTTC). (10 marks)