



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT TOURISM MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE

IN HOSPITALITY AND TOURISM OPERATION

BTM 371/2: TOUR OPERATIONS TECHNIQUES

DATE: 6/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

SECTION A (COMPULSORY-30 MARKS)

1. a) Highlight the innovations of Thomas Cook and American Express Company that continue to influence the travel industry today. (4 marks)
- b) Differentiate between tour operators and retail travel agents. (4 marks)
- c) Suggest some initial considerations in setting up a travel agency. (6 marks)
- d) Briefly explain some ethical issues in tour operations. (4 marks)
- e) Describe the cost elements in tour packages offered by tour operators. (5 marks)
- f) Describe any two tour circuits in Kenya. (5 marks)
- g) Besides tour packages, enumerate any four tourism services offered by tour operators. (2 marks)

SECTION B (40 MARKS)-ANSWER ANY TWO QUESTIONS

2. a) Describe the main categorization of tour operators in Kenya tourism industry. (12 marks)
- b) Discuss the reasons why a tourist may choose to buy tour packages from tour operators. (8 marks)
3. a) Retail travel agents play a key role in tourism product distribution. Discuss the essential skills and competencies they require in order to meet customer expectations. (10 marks)
- b) Discuss the steps in developing a tourist itinerary. (10 marks)
4. Discuss the use technology today by travel agency and tourism suppliers in distribution and sale of tourism products. (20 marks)
5. Using four examples, discuss the role of travel associations in travel trade in the today's tourism industry. (20 marks)



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BTM 375/2: DESTINATION MANAGEMENT

DATE: 6/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

SECTION A (COMPULSORY-30 MARKS)

1. a) Define destination management. (4 marks)
b) Briefly explain any four benefits of effective destination management. (4 marks)
c) Describe the core components of tourism destinations. (6 marks)
d) Outline the broad classifications of tourism destinations. (3 marks)
e) List any ten categories of stakeholders in destination management. (5 marks)
f) Highlight some legal structures guiding destination management in Kenya. (4 marks)
g) Describe the vision and mission of Kenya as a tourist destination. (4 marks)

SECTION B (40 MARKS)-ANSWER ANY TWO QUESTIONS

2. a) Compare and contrast traditional tourism and sustainable tourism development and management. (12 marks)
- b) Discuss the critical success factors for tourism destinations. (8 marks)
3. a) Discuss challenges facing the Kenya tourism industry today. (10 marks)
- b) Discuss the challenges posed by uniqueness of destination management to the management organizations. (10 marks)
4. Discuss the implications of destination life cycle in their development and management. (20 marks)
5. Using a SWOT analysis describe the competitive position of Kenya as a tourist destination. (20 marks)



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IN HOSPITALITY AND TOURISM OPERATION

BTM 378/2: CULTURAL AND HERITAGE TOURISM

DATE: 18/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

SECTION A (COMPULSORY-30 MARKS)

1. a) Differentiate between culture and heritage. (4 marks)
b) Highlight some negative impacts of cultural and heritage tourism to local communities. (4 marks)
c) Briefly explain the concept of authenticity in relation to cultural and heritage tourism. (5 marks)
d) Distinguish between tangible and intangible heritage. (4 marks)
e) Describe the three main components of cultural and heritage tourism management plan. (6 marks)
f) Highlight benefits of exploiting cultural festivals for tourism to local communities and the destination at large. (4 marks)
g) Briefly explain some travel motivators to cultural and heritage tourism visitors. (3 marks)

Examination Irregularity is punishable by expulsion

SECTION B (40 MARKS)-ANSWER ANY TWO QUESTIONS

2. a) Cultural and heritage tourism can be assumed as an industry by itself. Discuss the process the industry should follow in developing its tourism products. (12 marks)
b) Describe the world heritage sites in Kenya. (8 marks)
3. a) Discuss the typology of cultural tourists. (10 marks)
b) Kenya has rich supply of intangible heritage. Using relevant illustrations, discuss this statement. (10 marks)
4. a) Cultural and heritage tourism is one of the fastest growing areas of global tourism today. Discuss factors stimulating the growth. (10 marks)
b) Discuss current trends in cultural and heritage tourism. (10 marks)
5. Discuss challenges facing sustainable cultural and heritage tourism development in Kenya. (20 marks)