



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BTM 371: TOUR OPERATIONS TECHNIQUES

DATE: 23/4/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS) (Compulsory)

- a) Define the following terms as used in Tour Guiding: (10 marks)
- i) Tourist
 - ii) Independent tourist
 - iii) Tour operator
 - iv) Adventure tourist
 - v) Cultural tourist
- b) Discuss in details **FIVE** the roles of a travel agent. (10 marks)
- c) In tourism, there are several elements of the tour that need to be costed. Identify those elements. (6 marks)
- d) Tourism can be classified into various forms. Mention and explain. (4 marks)

QUESTION TWO (20 MARKS)

- a) Discuss in detail the different factors affecting tourism in Kenya. (10 marks)
- b) Mention and discuss **FIVE** roles of a principal. (10 marks)

QUESTION THREE (20 MARKS)

- a) The tourism distribution channel has different levels. State the levels and explain in details. (10 marks)
- b) There are various factors that affect the choice of transportation by various tourist. Discuss using examples. (10 marks)

QUESTION FOUR (20 MARKS)

- a) In the tourism industry. The tour operator plays a major role in the travel and tourism industry. Name and discuss the basic functions of a tour operator. (10 marks)
- b) Discuss the 5 various sources of income for a travel agent and 5 types of travel agent we have in tour operations. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Mention and discuss briefly the forms of tourism products that we have in Kenya. (10 marks)
- b) Discuss in details the current issues and trends in the travel industry. (10 marks)