



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN HOSPITALITY &  
TOURISM MANAGEMENT

CHTO 014: INTRODUCTION TO TRAVEL AND TOUR OPERATIONS

DATE: 8/8/2016

TIME: 11:00 – 1:00 PM

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## INSTRUCTIONS.

Answer ALL questions in section A and any TWO in section B

### SECTION A: COMPULSORY

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: CHOOSE ANY TWO**

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 social-cultural impacts of tourism (10 marks)
- b) Explain FIVE negative social-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 tourist would require (8 marks)
- c) Explain the following barrier/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 life style and life cycle determinants of tourism demand (8 marks)
- b) Differentiate between the following:-
- (i) Deferred and No demand (2 marks)
- c) Explain the roles of World Travel and Tourism Council (WTTC) (10 marks)