



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM
MANAGEMENT

BTM 371: TOUR OPERATIONS TECHNIQUES

DATE: 24/9/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Instructions: This paper consist of FIVE Questions

Answer Question One (Compulsory) and any other Two questions

QUESTION ONE (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)
2. a) Highlight four parts of tourism system. (4 marks)
b) Differentiate between the following: -
 - i) International and internal tourism. (2 marks)
 - ii) National and Domestic tourism. (2 marks)
3. Explain five reasons why terrorism and violence is a major threat to hospitality and tourism industry. (10 marks)
4. a) Discuss five positive Socio- Cultural impacts of tourism. (10 marks)
b) Explain five negative Socio-Cultural impacts of tourism. (10 marks)
5. a) Discuss in details the current issues and trends in the travel industry. [10 marks]
b) There are various factors that affect the choice of transportation by various tourist clients. Discuss using examples. [10 marks]