



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

..... YEAR SPECIAL/SUPPLEMENTARY FOR BACHELOR OF SCIENCE IN
HOSPITALITY AND TOURISM MANAGEMENT

HTM 111-1: INTRODUCTION TO TOUR AND TRAVEL OPERATIONS

DATE:

TIME:

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY)

- a) Define the following terms as used in Tour Guiding: (10 marks)
- i) Tours
 - ii) Trip
 - iii) Eco tourist
 - iv) Historical tourism
 - v) Cultural tourism
- b) Discuss in details the roles of a tour operator. (8 marks)
- c) In tourism, there are several elements of the tour that need to be costed. Identify those elements. (6 marks)
- d) Tourism has different types of tour operators. List and briefly explain them. (6 marks)

QUESTION TWO

- a) Discuss in detail the types of travel agencies that we have according to tours and travel. (10 marks)
- b) Mention and discuss briefly the forms of tourism products that we have in Kenya. (10 marks)

QUESTION THREE

- a) Explain the various objectives of Kenya Association of Travel Agents. (10 marks)
- b) Identify and explain the various sources of income for a travel agent. (10 marks)

QUESTION FOUR

- 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)

QUESTION FIVE

- a) In the tourism industry. The travel agent plays a major role in the travel and tourism industry. List and discuss the basic functions of a travel agent operator. (10 marks)
- b) There are various factors that affect the choice of transportation by various tourist clients.
Discuss using examples. (10 marks)