



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN
HOSPITALITY AND TOURISM MANAGEMENT

HTM 111-1: INTRODUCTION TO TOUR AND TRAVEL OPERATIONS

DATE: 2/5/2019

TIME: 8.30-10.30 AM

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. Travel agent
 - ii. Tour operator
 - iii. Independent tourist
 - iv. Adventure tourist
 - v. Cultural tourist
- b) Discuss in details the roles of a tour operator. (10 marks)
- c) Mention and explain various forms of tourism that we have using relevant examples. (5 marks)
- d) Five different characteristics of tourism can be identified from its definition. List those characteristics. (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss in detail the different factors affecting tourism in Kenya. (10 marks)
- b) In relation to Q2 (a), discuss how to mitigate the factors that affect tourism in Kenya using relevant examples. (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 clients. Discuss using examples. (10 marks)

QUESTION FOUR (20 MARKS)

- 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) Discuss the various types of accommodation found in the tourism and hospitality industry. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss in detail the challenges faced by a tour operator. (10 marks)
- b) Discuss in details advantages and disadvantages of rail transport. (10 marks)