MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM

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

BTM 305: TOUR OPERATIONS TECHNIQUES

DATE: **TIME:**

INSTRUCTIONS:
*Answer question **ONE (Compulsory)** and **any other TWO** questions*

QUESTION ONE (30 MARKS)

a) Discuss the key elements involved in planning and designing a tour package. (10 marks)
b) What are the objectives of Kenya Professional Safari Guide Association (KPSGA)? (5 marks)
c) Discuss 5 benefits of using tourism intermediaries? (10 marks)
d) State 5 attributes of a good tour guide. (5 marks)

QUESTION TWO (20 MARKS)

a) Discuss the importance of a tour brochure. What essential contents should be included in a well-designed tour brochure. (10 marks)
b) Define the term 'tour marketing' and analyze the key steps involved in the marketing process for a travel package. (10 marks)

QUESTION THREE (20 MARKS)

a) Discuss the marketing mix and how it applies to a tour operator. (10 marks)

b) Analyze the factors that influence tourist buying behavior. (10 marks)

QUESTION FOUR (20 MARKS)

a) Describe the concept of market segmentation in tourism and the various bases for segmenting the market. (10 marks)

b) In Tour management we have pre and post tour preparations and activities. Discuss the processes. (10 marks)

QUESTION FIVE (20 MARKS)

a) Discuss how promotional tools that are commonly used by tour operators and how these tools can enhance the visibility and attractiveness of a travel package. (10 marks)

b) Explain the role of electronic distribution channels in tourism. (10 marks)