



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

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: INTRODUCTION TO TRAVEL AND TOUR OPERATIONS

DATE: 11/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Differentiate between domestic and outbound travel (4 marks)
- b) Distinguish between the functions of a travel agent and tour operators (6 marks)
- c) Highlight services provided by tour operators (5 marks)
- d) Outline four components of tourism (4 marks)
- e) Highlight the advantages of two level distribution channel. (5 marks)
- f) Highlight the advantages of Global Distribution Systems in travel (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss any five common travel products sold to clients by travel agents. (10 marks)
- b) Identify and explain primary components that should be included in the packages. (10 marks)

QUESTION THREE (20 MARKS)

- a) List four sources of travel information for travel agents (4 marks)
- b) Identify and explain five sources of revenue for travel agents (10 marks)
- c) Outline six ethical issues that the Travel Agents needs to adhere to. (6 marks)

QUESTION FOUR (20 MARKS)

Designing itinerary is a task of senior and experienced executives of tour operating company

- a) Discuss the important information required by travel agent and tour operators when developing an itinerary. (10 marks)
- b) Design an itinerary for a weekend gateway to Naivasha for a group of 5 pax (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the functions of International Air Transport Association in the travel industry. (10 marks)
- b) Describe the differences between tour operators and travel agents. (10 marks)