



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL /SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT

HTM 111-1: INTRODUCTION TO TOUR AND TRAVEL OPERATIONS

DATE: 12/8/2021

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

Answer **Question One** (Compulsory) and any other **Two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- 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 reduces 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 types of travel agencies that we have according to tours and travel. (10 marks)
- b) There are various factors that affect the choice of transportation by various tourist clients. Discuss using examples. (10 marks)