



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 371-3: TOUR OPERATIONS TECHNIQUES.

DATE: 11/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms using examples:
- i. Tour operator
 - ii. Travel agent
 - iii. Customed tour
 - iv. Natural tourism product.
 - v. Inbound tourism (10 marks)
- b) In tourism, there are several elements of the tour that need to be costed. Identify 3 of those elements. (6 marks)
- c) Discuss 5 sources of income of a tour operator. (10 marks)
- d) Insurance is a vital document that a tourist needs to have. List 4 types of insurance. (4 marks)

QUESTION TWO (20 MARKS)

- a) **Airline deregulation** is the process of removing government-imposed entry and price restrictions on airlines affecting, in particular, the carriers permitted to serve specific routes. Discuss 5 effects of deregulation. (10 marks)
- b) Using a clear diagram, explain the first 5 freedoms of air that we have in travel. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the various objectives of Kenya Association of Travel Agents. (10 marks)
- b) Tour cost is the sum total of costs incurred to create or formulate a tour package. Discuss factors that may affect a tour costing. (10 marks)

QUESTION FOUR (20 MARKS)

- a) An itinerary is a planned route or journey. Using examples develop 5 days to central circuit for a French visitor who is landing in J.K.I.A. (10 marks)
- b) Explain using relevant examples the contributions of tour operators and travel agents to the tourism and travel industry. (10 marks)

QUESTION FIVE (20 MARKS)

- a) A tour operator plays vital role in the tourism industry. Giving examples discuss five types of tour operators. (10 marks)
- b) Discuss five factors to consider in ensuring a successful tour. (10 marks)