

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**CHUKA AND EMBU CAMPUSES**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND HOTEL  
MANAGEMENT**

**DTHM 0151: TRAVEL AND TOURS OPERATIONS**

**STREAMS: DIP. DTHM (Y1S2)**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 23/09/2021**

**11.30 A.M – 1.30 P.M.**

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**INSTRUCTIONS:**

- Answer ALL questions in SECTION A and any TWO in SECTION B.
- Do not write anything on the question paper.

**SECTION A: (30 MARKS)**

1. Define the following terms as used in tourism:
  - (i) Tours (1 mark)
  - (ii) Travel (1 mark)
  - (iii) Tour Operator (1 mark)
  - (iv) Wholesaler (1 marks)
2. Give TWO main reasons for tourist transport. (2 marks)
3. Briefly explain THREE tourism distribution channels. (6 marks)
4. Outline SIX important information for itinerary preparation. (6 marks)
5. Briefly explain THREE types of itineraries. (6 marks)
6. Briefly explain THREE classifications of packaged tours. (6 marks)

**SECTION B: (40 MARKS)**

7. Discuss various modes of transport system and their roles in facilitating travel and tours operations. (20 marks)
  8. Discuss the components of the supply chain in tourism and hospitality industry. (20 marks)
  9. (a) Explain the role of Global Distribution System (GDS) in facilitating travel. (10 marks)  
(b) Explain various tourist routes in Kenya. (10 marks)
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