

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF  
CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT**

**CHTM 00103: INTRODUCTION TOURS AND TRAVEL OPERATIONS**

**STREAMS: CHTM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 3/12/2018**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write anything on the question paper**

**SECTION A (30 MARKS)**

1. Differentiate between the terms travel, transport, itinerary and airline. [4 marks]
2. Explain the role of transport in tourism. [4 marks]
3. Explain four reasons why many people travel less or do not travel at all. [4 marks]
4. Describe briefly six roles of tour guides. [6 marks]
5. Explain four types of travel agents. [4 marks]
6. briefly describe three uses of internet in tour operations. [3 marks]
7. Name the earliest packaged tours in history. [2 marks]
8. Highlight any three transport principals. [3 marks]

**SECTION B (40 MARKS)**

9. (a) Describe the travel system using Leiper 1990 model. [12 marks]

- (b) Explain four reasons why you would encourage an international tourist to travel by air other than water transport. [8 marks]
10. Prepare a two-day travel itinerary for 4 guests visiting Cefra ecotourism and crocodile farm and Meru National Park on 16<sup>th</sup> December, 2018. [20 marks]
11. (a) Describe the effects of airline deregulation to the air transport industry. [10 marks]
- (b) Discuss the measures used by airlines to manage seasonality of demand in their operations. [10 marks]
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