

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA /EMBU**

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

DTHM 0151: TOURS AND TRAVEL OPERATIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 6/12/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer all questions in section A and any two questions in section B**
- **Do not write on the question paper**

SECTION A: 30 marks answer all questions

1. Define the following terms as used in tourism. [5 marks]
 - (i) A tour
 - (ii) Tour package
 - (iii) Tour wholesaler
 - (iv) Tourism
 - (v) Traveler
2. Highlight FIVE importance of transport in tourism. [5marks]
3. Highlight FIVE considering when pricing a tour package. [5marks]
4. Briefly explain TWO different approaches used in tour costing. [5 marks]
5. Highlight FIVE important information included in a tour operator's brochure. [5 marks]
6. Highlight five advantages of road transport in tourism. [5 marks]

SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS

7. (a) Explain FIVE different types of tours. [10 marks]
(b) Explain FIVE roles of the tour wholesalers in tourism. [10 marks]
8. Discuss the steps involved in developing an attractive tour package. [20 marks]
9. (a) Explain any FOUR tour distribution channels. [8 marks]
(b) Discuss SIX benefits of buying a tour package from a tour operator. [12 marks]
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