

**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**

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**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) 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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