

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CHTM 00103: INTRODUCTION TO TOUR AND TRAVEL OPERATIONS

STREAMS: CTHM Y1S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 06/08/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: COMPULSORY (30 MARKS)

1. Briefly explain SIX challenges facing the operation of air transport business. (6 marks)
2. Differentiate between a chartered flight and a scheduled flight. (4 marks)
3. Outline FIVE factors contributing to the growth of travel in Kenya. (5 marks)
4. Briefly explain FIVE functions of a travel agency. (5 marks)
5. Highlight FIVE factors to consider when planning a travel itinerary. (5 marks)
6. Briefly explain FIVE reasons why you would encourage a tourist to purchase an inclusive tour package. (5 marks)

SECTION B: 40 MARKS

7. (a) Explain FOUR objectives of the establishment of Kenya Association of Tour operators (KATO) (8 marks)

- (b) With the aid of a diagram explain elements of the tourism system model according to Leiper. (12 marks)
8. (a) Describe five tourist circuits found in Kenya while giving examples of attractions found in each circuit. (10 marks)
- (b) Tour operators may find it necessary to cancel a tour due to unexpected circumstances. Discuss FIVE factors that may lead to cancellation of a tour. (10 marks)
9. (a) With the aid of a diagram discuss the tourism distribution channel. (12 marks)
- (b) Discuss the role of internet as a channel of distribution. (8 marks)
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