

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

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

DTHM 0151: TRAVEL AND TOUR OPERATIONS

STREAMS: DTHM (Y1S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/8/2019

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 (30 MARKS)

1. Briefly describe the meaning of the following terms as used in tour and travel operations
(a) Tour operations [2 marks]
- (b) Airline [2 marks]
2. Briefly explain the difference between a chartered flight and scheduled flight [4 marks]
3. Outline FIVE factors contributing to the growth of travel in Kenya [5 marks]
4. Briefly explain FIVE emerging issues in tour operations. [5 marks]
6. Briefly describe FIVE barriers to travel [5 marks]
7. Highlight FOUR components of a travel itinerary [2 marks]
8. Explain five factors to consider when planning a travel itinerary. [5 marks]

SECTION B (40 MARKS)

9. (a) Explain the relevance of geography to travel and tours operations. [12 marks]

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- (b) Explain the difference between transport and travel and the management implication for each of them. [8

marks]

10. Describe strategies that the airlines could employ to manage the challenge of seasonality of demand. [20 marks]

11. (a) Discuss the usage of internet as a channel of distribution in tour operations [8

marks]

- (b) Describe the strategies that the tour agents could employ to remain competitive in the business of tour operations [12

marks]
