

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DTHM 0151: TRAVEL AND TOUR OPERATIONS

STREAMS: DTHM

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2019

2.30 PM - 4.30 PM

INSTRUCTIONS:

- **Answer ALL questions in section A and Two questions in section B**
- **Do not write anything on the question paper**

SECTION A: (ANSWER ALL QUESTIONS) – 30 MARKS

1. Define the following terms as used in the tourism industry
 - (a) Node
 - (b) Tour Circuit
 - (c) Tourism System
 - (d) Principals
 - (e) Tour Intermediaries [5 marks]
2. Briefly discuss the different types of tours. [5 marks]
3. Highlight the functions of world travel and tourism council. [5 marks]
4. Highlight the effects of airline deregulations. [5 marks]
5. Highlight international organizations important in regulating tourism travel. [5 marks]
6. Highlight the importance of tour agents in the tourism industry. [5 marks]

SECTION B: (ANSWER ANY TWO QUESTIONS) 40 MARKS

7. (a) Explain the different channels of distribution in the tourism industry. [10 marks]

(b) Discuss the market -oriented pricing methods of selling tour packages. [10 marks]

7. Discuss in details the elements of the tourism system. [20 marks]

8. Discuss the importance of different modes of transport in the tourism industry. [20 marks]
