

CHTM 00103

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU/THARAKA CAMPUSES

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

CHTM 00103: INTRODUCTION TO TOURS AND TRAVEL OPERATIONS

STREAMS: CHTM Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

8.30 A.M - 10.30 A.M.

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**INSTRUCTIONS:**

- Answer all question in SECTION A and any other two in SECTION B
- Do not write anything on the question paper

**SECTION A: [30 MARKS]**

1. Name any three types of tour operators. [3 Marks]
2. Name any two earliest forms of packaged tours in history. [2 Marks]
3. Distinguish between;  
(i) A holiday shop and hotel consortia [2 Marks]  
(ii) Transport and travel [2 Marks]
4. Briefly describe four reasons why travel managers need to manage transport as a service. [4 Marks]
5. Briefly describe any three tourist attractions found in Western Tourist Circuit in Kenya. [6 Marks]
6. Identify six ways through which travel agents are adapting to the technological changes to maintain their relevance in the industry. [6 Marks]
7. Explain five functions of United Federation of Travel Agents Association. [5 Marks]

**SECTION B [40 MARKS]**

8. Plan and cost a one day travel itinerary for 30 students from Thika Institute of Business Studies, visiting Cefra-farm Ecotourism firm in Tharaka Nithi County. [20 Marks]
9. (a) Explain six advantages of internet in tour and travel operations. [12 Marks]
- (b) Discuss four factors that have contributed to growth of travel and tourism in the 21<sup>st</sup> century. [8 Marks]
10. Discuss five barriers to travel while giving strategies to overcome them. [20 Marks]
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