

DTHM 0151

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

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

DTHM 0151: TOURS AND TRAVEL OPERATIONS

STREAMS: DTHM Y1S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: [30 MARKS]

1. Briefly describe the historical development of tour operations. [5 Marks]
2. Highlight any six air transport principals. [3 Marks]
3. Briefly describe five factors that have contributed to Thailand and Hong Kong to be main tourist regions in South Pacific. [5 Marks]
4. Briefly explain five specialty roles of travel agents. [5 Marks]
5. Briefly describe three categories of travelers as explained by (Plog, 1987). [6 Marks]
6. Describe the role of transport service in the Kenyan tourism industry. [6 Marks]

SECTION B: [40 MARKS]

7. (a) Using Leiper (1991) travel system, describe the relevance of geography to travel. [12 Marks]
- (b) Tourism is all travel, but not all travel is tourism. Discuss, giving relevant examples. [8 Marks]

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8. (a) Discuss five disadvantages of internet to travel operations business in Kenya. [10 Marks]

(b) Discuss the Rift Valley tourist circuit under the following subheadings:

(i) Attractions

(ii) Accommodation facilities

(iii) Travel routes.

[10 Marks]

9. Describe the competitive strategies that are used by airlines to overcome the challenge of seasonality of demand and high operation costs.

[20 Marks]

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