

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SPECIAL/RESIT EXAMINATION

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

CHTM 00103: INTRODUCTION TOURS AND TRAVEL OPERATIONS

STREAMS: CHTM (Y1S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/9/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

SECTION A (30 MARKS)

1. Differentiate between the terms **travel** and **tour** (3 Marks)
2. Explain five functions of transport in tourism (5 marks)
3. Describe five objectives of **IATA** (International Air Transport Association) in air travel business. (5 marks)
4. Explain three reasons why tour guides prefer conducting tours during morning and evening hours. (6 marks)
5. Describe briefly six roles of tour guides (6 Marks)
6. Explain five applications of automation in tours and travel operations (5 Marks)

SECTION B (40 MARKS)

7. a) Describe the airport procedures for arriving guests at an international airport. (10 marks)
b) Explain the advantages of water transport over air transport. (10 marks)
8. a) Prepare a one day travel itinerary for guests visiting Meru National Park on 16th May, 2016. (20 marks)
9. a) Describe the effects of airline deregulation to the air transport industry. (10 Marks)
b) Discuss the measures used by airlines to manage seasonality. (10 Marks)