

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CHTM 00103: INTRODUCTION TO TOURS AND TRAVEL OPERATIONS

STREAMS: CHTM Y1S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 07/08/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: 30 MARKS

1. Explain the difference between tour and travel, a tourist and an excursionist, tour operator and travel agent. (6 marks)
2. Highlight four types of tours. (4 marks)
3. Describe five roles of tour guides. (5 marks)
4. Explain four types of passports. (4 marks)
5. Describe the role of transport in tourism industry. (4 marks)
6. Define three international travel organizations. (6 marks)

SECTION B: 40 MARKS

8. (a) Explain FIVE disadvantages of the use of internet in tour operations business. (10 marks)
(b) Explain FIVE factors to consider when planning a travel itinerary. (10 marks)
9. (a) With the aid of a diagram, describe the travel system by Leper (1991). (12 marks)

(b) Describe FOUR reasons why you would encourage a tourist to purchase all-inclusive tour packages. (8 marks)

10. Describe three tourist typologies by plog. (20 marks)
