CHUKA UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATIONS FOR THE AWARD OF DIPLOMA IN TOURISM & HOSPITALITY MANAGEMENT

DTHM 0151: TRAVEL AND TOUR OPERATIONS

STREAMS: DTHM **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 08/8/2018 **8.30 A.M. – 10.30 A.M.**

INSTRUCTIONS:

- **Answer ALL questions in section A**
- **Chose TWO questions in section B**

1. Differentiate between a tourism product and a tour package [2 marks]
2. Briefly explain the 3 components of a tourism product [6 marks]
3. Link each statement below to a given characteristic of tourism product
   (i) One of the hotel employees offered excellent services on a particular day but poor the next day
   (ii) Very few guests in the hotel meaning most rooms are not occupied
   (iii) Tourist didn't carry anything back home with him at the end of his stay
   [6 marks]
4. Briefly explain 4 benefits to the tourists of using Tour Operations while planning for tours [4 marks]
5. Briefly explain 6 issues covered in travel insurance for tourists on international travel [6 marks]
6. Discuss the tourism system according to Leiper's model [6 marks]

SECTION B: ANSWER ANY 2 QUESTIONS (40 MARKS)

7. You have been asked to receive a group of Italian tourists who are visiting Kenya for the first time. They have no activities in mind and want you to help them make their stay in Kenya exciting
   - (i) Discuss 5 factors you would consider while developing an itinerary for their stay [10 marks]
   - (ii) Develop a 5 days itinerary that you would recommend once you have received them at Jomo Kenyatta Airport to any tourism circuit of your choice[10 marks]

8. Assuming you are on attachment at a travel agency and you have been asked to organize a weekend tour to Amboseli National Park. Demonstrate your skills in tour costing based on the following information.
   - Number of guests travelling, 10
   - Number of days, 3 nights
   - Park entry fee per person, ksh1000
   - Accommodation per person night, ksh 5000
   - Transport per person, ksh 1000
   - miscellaneous, kshs 1000\

9. (i) Using a diagram, discuss the tourism distribution chain [8 marks]
   (iii) Using examples, explain the 3 types of business integration in tour operations [12 marks]
