

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF SCIENCE IN ECOTOURISM AND HOSPITALITY  
MANAGEMENT**

**TOHM 362: TOUR CIRCUIT PLANNING**

**STREAMS: BECO Y3S1 Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 11/09/2018**

**2.30 P.M - 4.30 P.M**

**INSTRUCTIONS**

- Answer all questions in section A
- Choose Two questions in Section B
- Do not write anything on the question paper

**SECTION A - [30 MARKS]**

- 1 Describe the main principles of regionalization [5 Marks]
- 2 Highlight factors that managers consider when planning for travel routes and circuit development [5 Marks]
- 3 Describe the structure of travel in Northern Kenya circuit [6 Marks]
- 4 Highlight the innovations that can be applied in differentiating the cruise travel packages in Kenya [5 Marks]
- 5 Briefly explain the types of travel product packages [5 Marks]
- 6 Using relevant examples describe the hub and spoke itinerary concept [4 Marks]

**SECTION B [40 MARKS]**

- 7 a. Develop a simple 3 days itinerary for mountain tourists visiting Central Kenya Circuit [10 Marks]  
b. Develop cost and price estimates for the above itinerary [10 Marks]

**TOHM 362**

8 Discuss the categories of maps and their usage in travel operations [20 Marks]

9 a. Develop TWO travel schedules for business conventions to be held in 2019 covering Nairobi and Coastal travel circuits [10 Marks]

b. Explain the main considerations for planning the above travel schedules [10 Marks]

.....