

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**TOHM 362: TOUR CIRCUIT PLANNING**

**STREAMS: BEHM (Y3S2)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 18/04/2018**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS:**

- **Read the examination booklet for important examination regulations.**
- **Cheating is not allowed.**

**SECTION A: ANSWER ALL QUESTIONS (30 MARKS)**

1. Explain briefly the essential activities that managers deal with during travel planning. (5 marks)
2. Describe potential routes that can be developed for alternative tourism growth in Kenyan Rift Valley travel circuit. (5 marks)
3. Explain methods of measuring demand in developed travel routes. (5 marks)
4. Explain three types of travel itineraries. (5 marks)
5. Describe the process of packaging tourism. (5 marks)
6. Explain essential skills required by travel agents in facilitating travel administration. (5 marks)

**SECTION B: CHOOSE TWO QUESTIONS FROM THIS SECTION (40 MARKS)**

7. Develop a 4 days nature based tour itinerary covering Western Kenya travel circuit. (20 marks)
8. (a) Discuss the potential of urban tourism business in Kenya. (10 marks)

(b) Explain ways in which inter modal tours can be developed in Nairobi tourism circuit. (10 marks)

9. Explain how attractions planning supports the competitiveness of travel circuits. (20 marks)

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