

CHUKA



UNIVERSITY

SUPPLEMENTARY/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ECOTOURISM MANAGEMENT**

BECO 381: TOUR CIRCUIT PLANNING

STREAMS: BECO

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer all questions in section A and any other Two questions in section B**
- **Do not write anything on the question paper**

SECTION A (30 MARKS)

1. Briefly discuss six factors that determine the visitation rate in a tourism destinations.

(6marks)

2. Discuss six key features of a tourism destination. (6marks)

3. Discuss six forms of tourism that are conducted along route A and route B of the Coastal Tourism Circuit in Kenya. (6marks)

4. Briefly explain three types of travel itineraries that can be developed by tour operators based on travel patterns of a tourism circuit. (6marks)

5. Discuss six factors considered by destination managers in tour circuit planning and development. (6marks)

SECTION B (40 MARKS)

6. a) Explain five pricing strategies adopted by tour operators when pricing travel packages

(10marks)

- b) Discuss the relevance of maps in tour circuit planning. (10 marks)
7. a) Discuss the procedure adopted by tour operators during the packaging of tours. (8marks)
- b) Discuss six importance of evaluating demand in a travel circuit. (12 marks)
8. Discuss the steps of developing a travel itinerary to a specific tourism circuit (20marks)
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