
CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

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

BECO 381: TOUR CURCUIT PLANNING

STREAMS: BECO (Y3S2)

TIME: 2

HOURS

DAY/DATE: WEDNESDAY 18/11/2020

5.00 A.M - 7.00 P.M.

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. Explain the meaning of the following terms;
 - i) Travel destination (2Marks)
 - ii) Tour circuit (2Marks)
 - iii) Travel planning (2Marks)
2. Discuss SIX characteristics of a destination (6Marks)
3. Explain TWO objectives of developing a tourism circuit in a destination (4Marks)
4. Discuss FOUR forms of tourism that are conducted in Coastal Tourism Circuit (4Marks)
5. Briefly discuss FOUR major attractions along Route H of Western Tourism Circuit

(4Marks)

6. Discuss SIX types of tours

(6Marks)

SECTION B (40 MARKS)

7. Discuss TEN factors considered by destination managers in tour circuit planning (20Marks)

8. a) Briefly explain SIX pricing strategies adopted by tour operators when pricing travel packages

(12Marks)

b) Discuss FOUR types of tours in tour circuit planning

(8Marks)

9. a) Discuss SIX importance of evaluating demand in a travel circuit. (12 Marks)

b) Discuss FOUR factors considered by tour operators in developing a travel package

(8 Marks)

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