

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM
MANAGEMENT

BTOM 151: TRAVEL AND TOUR OPERATIONS

STREAMS: BSC (BECO & BTOM) Y1S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

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

SECTION A (30 MARKS)

1. Differentiate between hosted tours and customized tours [6 marks]
2. Outline challenges international tourists face on the use of E-reservation system over the traditional travel agent. [6 marks]
3. Explain the effects of airline deregulation on air operation business in Kenya. [6 marks]
4. Highlight provisions of united Federation of Travel Agency Association on tour operations in Kenya. [6 marks]
5. Briefly explain THREE challenges facing tour operations in packaging tourism transport as a product for consumption in Kenya. [6 marks]

SECTION B (40 MARKS)

6. Choosing culture as a tourism product, discuss tour development process for cultural product of any community in Kenya [20 marks]
7. With relevant examples describe 5 challenges facing tour circuit development in Kenya and provide possible solutions to such issues. [20 marks]

BTOM 151

8. (a) Briefly explain importance of car hire services in travel operations [10 marks]
- (b) Explain the importance of briefing and debriefing processes. [10 marks]
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