

CHUKA



UNIVERSITY

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UNIVERSITY EXAMINATIONS

RESITS/SPECIAL

THIRD YEAR RESIT EXAMINATION FOR THE AWARD OF BSC. ECOTOURISM &  
BACHELOR OF TOURISM MANAGEMENT

BTOM 372: TOURISM DISTRIBUTION SYSTE/ TOHM 341: TRAVEL OPERATIONS MGT

STREAMS: (BECO, BTOM Y3, S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/02/2021

11.30 A.M. – 1.30 P.M.

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INSTRUCTIONS:

- Answer all questions in section A
- Choose two questions in section B
- Cheating is not allowed

SECTION A: 30 MARKS

1. Describe an ideal travel distribution system (4 marks)
2. Briefly explain 5 sources of power in travel distribution (5 marks)
3. Briefly explain the impact of travel concentration in North America on tour operators revenues (5 marks)
4. Describe the strategies that tour operators are using in managing their revenues (5 marks)
5. Briefly explain the importance of tour guide associations formation (5 marks)
6. Briefly explain the implications of holiday shops in accommodation distribution (6 marks)

SECTION B: 40 MARKS

7. Discuss the strategies used by tour operators in ensuring the development of competitive travel packages (20 marks)

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8. Explain the main types of privatization approaches being used by airports to enhance their efficiency  
(20 marks)
  9. Discuss the implication of airline alliances in the management of competition in the airline industry  
(20 marks)
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