
CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA/EMBU**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOSPITALITY AND
TOURISM MANAGEMENT**

CHTM 00103: INTRODUCTION TO TOURS AND TRAVEL OPERATIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

8.30 A.M – 10.30 A.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: ANSWER ALL QUESTIONS (30 MARKS)

1. Define the following terms as used in the tourism industry.
 - (a) A tour [1 mark]
 - (b) Tourism generating region [1 mark]
 - (c) Tourism destination [1 mark]
 - (d) Transit route region [1 mark]
 - (e) Transit package [1 mark]
2. Briefly explain the importance of transport in tourism. [5 marks]
3. Briefly explain the different modes of transport used in the tourism industry. [5 marks]
4. Highlight the different elements of the transport system in the tourism industry. [5 marks]
5. Briefly explain two different approaches of tour itinerary development used by tourism intermediaries. [5 marks]
6. Highlight the elements used in costing a tour package. [5 marks]

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

7. (a) Explain in details different approaches used in pricing tour packages. [10 marks]

- (b) Discuss the advantages of buying inclusive tour packages for clients. [10 marks]
8. Discuss the different promotional techniques used in selling tour packages.[20 marks]
9. Discuss in details the different types of tours in the tourism industry. [20 marks]
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