

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ECO-TOURISM MANAGEMENT

BECO 381: TOUR CIRCUIT PLANNING

STREAMS: BTOM (Y3S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 17/4/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

Answer all questions in section A and any other two in section B

Do not write anything on this question paper.

SECTION A (30 MARKS)

1. State and explain six objectives of developing tourism circuits in Kenya. (6 marks)
2. Evaluate three approaches that can be used by destination managers in determining the usage levels of a tourism circuit. (6 marks)
3. Write short notes on the main responsibilities of tour circuit planners. (3 marks)
4. Briefly explain six forms of tourism that a tourist can experience along route “B” of the Coastal Tourism Circuit in Kenya. (6 marks)
5. Give an account on the significance of maps in tour circuit planning and development. (3 marks)
6. List and explain six indicators of demand in a tourism circuit. (6 marks)

SECTION B (40 MARKS)

7. a) Assume you are a tour operator based in Mombasa city, explain FIVE strategies that you will adopt when pricing your travel packages. (10 marks)

- b) Discuss the procedure that you will adopt in preparing your tour packages.
(10 marks)
8. a) Explain five factors that you would consider when planning and developing a new tourism attraction site in an existing tourism circuit. (10 marks)
- b) Discuss five challenges facing tourism development in western tourism circuit in Kenya. (10 marks)
9. a) Explain why you would advise Hemingways tours and travel company to develop recommendable itineraries for their clients. (10 marks)
- b) Discuss the roles of tour operators and travel agencies in tour circuit planning and development. (10 marks)
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