



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

BHT 2205: TOUR OPERATION & ADMINISTRATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Identify **FIVE** components of an inclusive tour package. **(10 marks)**
- b) Identify the steps of planning a group tour to a popular tourist destination. **(10 marks)**
- c) Describe **FIVE** elements that may encourage a tourist to choose one package tour from another. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Explain the various areas of market research that a tour planner must include to conveniently package an inclusive tour. **(10 marks)**
- b) It is important to obtain all the information required before making a car rental reservation. Identify **FIVE** kinds of such information. **(10 marks)**

QUESTION 3

- a) Explain **FIVE** duties that may be undertaken by a tour operator while on a water rafting tour. **(10 marks)**
- b) Identify the information that should be indicated on a baggage tag of a tourist participating in a group tour. **(10 marks)**

QUESTION 4

- a) Identify **FOUR** common “problem tourist” and explain how you would best deal with them. **(10 marks)**
- b) Identify **FIVE** parameters that may be used by a tour firm when outsourcing motor coach services from the various active firm. **(10 marks)**

QUESTION 5

- a) There are different types of tour operators providing services to tourists. Identify **FIVE** types of such tour operators. **(10 marks)**
- b) Identify Contents of a long-hand our itineraries. **(10 marks)**