



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J09)

TOUR OPERATIONS

END OF SEMESTER III EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **TWO** sections **A** and **B**.
2. Section **A** is compulsory. Answer any **TWO** questions from Section **B**.

SECTION A

(Compulsory)

- Q.1 (a) You are a tour guide working for Somak Safaris. Highlight **FIVE** roles of a tour guide to the client. (10 marks)
- (b) Identify **FIVE** areas in which a guide should brief clients. (10 marks)
- (c) Explain **FIVE** personality traits of a tour guide. (10 marks)

SECTION B

(Answer any **TWO** questions from this Section.)

- Q.2 A tour manager has certain definite ethical responsibilities to the company that employs him, the providers of services to the tour, and the clients on the tour. Discuss. (20 marks)
- Q.3 (a) Identify **FIVE** reasons why clients prefer group guided tours to independent package tours. (10 marks)
- (b) Highlight **FIVE** factors to be considered when costing an itinerary. (10 marks)
- Q.4 (a) The essence of a tour manager's job is communication. Explain **FIVE** channels of communication. (10 marks)
- (b) Identify **FIVE** advantages of using a telefax over a telephone. (10 marks)
- Q.5 You have been approached by a group of clients who want to know the costs of a given tour. Explain to them how tour costing is done and presented. (10 marks)