



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4210: TOUR OPERATIONS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Describe the sales process in a travel retailing department of a tour firm. **(10 marks)**
- b) Describe the elements that a tourist may consider in choosing a tour package. **(10 marks)**
- c) Explain the area of market research that a tour planner must consider to adequately package a tour. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the general information that is to be found in a holiday package promotional brochure. **(10 marks)**
- b) Explain the various activities that may characterize “the close out” of a tour (post-tour debriefing) by a tour director. **(10 marks)**

QUESTION 3

- a) Identify the content of a tour leader’s trip kit checklist during the pre-tour orientation meeting. **(10 marks)**
- b) Describe the problems that a tour manager may encounter during the implementation of a group tour. **(10 marks)**

QUESTION 4

- a) Identify the parameters that may be used in assessing the quality of the tour presentation activity. **(10 marks)**
- b) Describe the problems that a multinational tour wholesaler may expect to be encountered by his tourist clients visiting a long-haul destination. **(10 marks)**

QUESTION 5

- a) Identify reasons why a potential tourist may cancel their travel to a destination. **(10 marks)**
- b) Designing profitable tour programmes requires some strategic planning by the tour consultant. Explain **FIVE** specific goals that the tour consultant should include in such a plan. **(10 marks)**