



**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)**