



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**

**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S13)**

**BHT 4417: CRUISE TOURISM OPERATIONS**

**END OF SEMESTER EXAMINATION**

**SERIES: JUNE 2017**

**TIME: 2 HOURS**

**DATE: Pick Date Jun 2017**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- a) Define the meaning of the following terms; (8marks)
- i. Cruise
  - ii. Port of call
  - iii. Purser
  - iv. Stateroom
- b) Explain factors influencing purchase decision in prospective cruise customers. (12marks)
- c) Establish potential cruise customers to a Caribbean destination and defend your choice. (10marks)

## **SECTION B (Answer only TWO questions)**

### **QUESTION TWO**

- a) Explain the roles of International Council of Cruise Lines (ICCL) members with regards to marine pollution. (10marks)

b) Identify and explain five maritime organizations and associations available for cruise vessels. ( 10marks)

### **QUESTION THREE**

a) Determine the necessary travel requirements needed of any cruise passenger. (8marks)

b) Describe booking procedures for a cruise ship vacation by the selling agents. (12marks)

### **QUESTION FOUR**

a) Discuss the challenges faced by hotel directors in managing Food and Drinks aboard a cruise ship. (10marks)

b) Determine the responsibilities assigned to a cruise ship security officer. (10marks)

### **QUESTION FIVE**

With the aid of a diagram, describe the organization structure of the hotel and accommodation sector in a large cruise ship. (20marks)