



# 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)

BHT 4102: FUNDAMENTALS OF TRAVEL AND TOUR

OPERATIONS

SPECIAL SUPPLEMENTARY EXAMINATION

**SERIES: SEPTEMBER 2017**

**TIME: 2 HOURS**

**DATE:** Pick Date Sep 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 Marks**

**QUESTION ONE**

1. a) With the aid of a diagram, discuss the tourism distribution channel.

(10 marks)

b) Discuss the functions of management required in management of tour operations business. (10 marks)

c) Explain any FIVE typologies of tourists (10 marks)

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

**QUESTION TWO**

Highlight and explain TEN emerging trends in tour operations business.

(20 Marks)

**QUESTION THREE**

Internet travel agencies are increasingly become popular business model. Discuss the advantages and disadvantages of the type of agency. (20 marks)

**QUESTION FOUR**

a) Discuss the requirements one is required to have to start a tour operations business. (10 marks)

b) Discuss five income earnings activities used by travel agents. (10 marks)

**QUESTION FIVE**

a) Travel agencies facilitate tourists' itineraries. Discuss how they assist clients while travelling (10 marks)

b) Identify factors to consider while planning an itinerary (10 marks)