



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
(BSTM S16)

BHT 4102: FUNDAMENTALS OF TRAVEL AND TOUR
OPERATIONS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 2016**

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

1. a) Insurance is a vital component in a tour package. Describe its importance. (10 marks)
- b) Describe the stakeholders within the tourism industry. (10 marks)
- c) Describe FIVE types of tour operators (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the key functions of travel agents and tour operations firms. (20 Marks)

QUESTION THREE

- a) Describe why intermediaries are an essential part in the tourism industry (12 marks)
- b) Briefly describe EIGHT travel motivators that influence tourists within a destination (8 marks)

QUESTION FOUR

In the tourism distribution system, the do it yourself model is increasingly becoming popular. Discuss (20 marks)

QUESTION FIVE

Travel intermediaries are the gate pass to tourism. Discuss (20 marks)