



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN TOURISM MANAGEMENT

(DTMS18)

BHT 2205: TOUR ADMINISTRATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME:2HOURS

DATE: Pick Date Aug 2019

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Describe **five** ways through which tour wholesalers have contributed to the development of tourism in Kenya (10 marks)
- b) Describe **five** types of package tours sold by the Kenyan tour operator industry 10 marks)
- c) Explain **five** factors that tourists consider when choosing a destination (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Describe **five** types of tour operators providing services to tourists in Kenya (10 marks)
- b) Explain the components of a custom made itinerary (10 marks)

QUESTION THREE

- a) Describe the five components of an inclusive tour package (10 marks)
- b) Describe five types of accommodation plans that tourists may seek in a lodge

QUESTION FOUR

- a) Explain **five** components of a cost sheet (8 marks)
- b) You have been contracted to undertake tourism market research for an upcoming tour firm.
Explain **six** aspects you would include in such a report (12Marks)

QUESTION FIVE

- a) Describe the **five** elements of the transport component in a tour package (10 marks)
- b) Explain **five** activities popular with international tourists in coastal touristic circuit of Kenya (10 marks)