



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: 2 HOURS

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) Define the following terms used in the study of tour administration
 - i. Holiday package
 - ii. Cruise tour
 - iii. Experiential tour
 - iv. Ancillary service
 - v. Cancellation fee (10 marks)
- b) You have been employed as an administrator in XYZ Tour Company. One of your roles is to design new tour packages for your company. Describe **five** sources of information for such an activity. (10 marks)
- c) Describe **five** roles of a tour leader during the implementation of a safari in the wildlife conservation area (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain the **five** elements that are considered when costing an inclusive tour package (10 marks)
- b) Explain **five** considerations to ensure appropriate tour implementation exercise (10 marks)

QUESTION THREE

- a) Describe the process of tour package information distribution (10 marks)
- b) Explain five considerations that ground handlers undertake when contracting with tour component suppliers (10 marks)

QUESTION FOUR

- a) Explain **five** considerations that you would make to ensure appropriate accommodation for tourists in a destination (10 marks)
- b) Customs designed tours are a preference of some tourists in Kenya. Explain five disadvantages of such tours to international tourist. (10 marks)

QUESTION FIVE

- a) Outline the inclusive tour package designing process (10 marks)
- b) Tour operators may issue vouchers to their clients to use in securing services in booked hotel facilities. Outline the kind of information that is displayed in such a document (10 marks)