



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN TOURISM MANAGEMENT (DTMS23)
BHT :2205 TOUR ADMINISTRATION
END OF SEMESTER EXAMINATION
SERIES: DECEMBER2024
TIME:2HOURS
DATE:

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)

QUESTION ONE (30 MARKS)

P P.O BOX 12-00200
NAIROBI – KENYA

Dear Sir / Madam,

RE: LINIMUG ADVENTURES

Our company is organizing a tour for the eight members of the management board code name “LINIMUG” to your beautiful country for 10 Days.

A local tour consultant firm advised us to obtain a suggested Tailor-made tour through your company. We propose a tour which will be on 20 SEP 2024 and may include seeing Mt. Kenya and Kilimanjaro. The best of your wild animal’s sanctuary, Maasai Mara and Samburu people and also flamingoes and sandy coral beaches along your beautiful coast. we shall be much obliged if you send us a detail Programme of the safari together with its costs for a ten-day trip.

Thank you

Yours faithfully,

LINUS
PERSONNEL MANAGER

- | | |
|--|----------|
| i. Propose and write out both the skeleton and detailed itinerary as per the letter. | 15 marks |
| ii. Do the costing | 8marks |
| iii. Prepare a detailed invoice to the client | 7marks |

SECTION B (Answer only TWO questions)

QUESTION TWO (20 MARKS)

- a) Explain **five** ways on how a tour consultant firm can optimize revenue as a strategic yield plan. (12marks)
- b) Explain **four** elements to be considered during costing of a tour (8marks)

QUESTION THREE (20 MARKS)

- a. Describe the process of designing a tour (10marks)
- c) Explain **five** benefits of how you quantify a tour cost (10marks)

QUESTION FOUR (20 Marks)

- a) Explain **five** ethics of a tour leader (10marks)
- b) Outline **five** roles of a tour administrator (10marks)

QUESTION FIVE (20 MARKS)

- a) Describe tourism Market Research process used by tour administrators to provide valuable decision making (10Marks)
- b. Highlight **five** online Marketing Channels which can be used to distribute Tourism information (10marks)