



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: JULY 2025

TIME: 2 HOURS

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)

- a, Highlight five sources of information in a tour firm (10marks)
- b) Tour implementation refers to the process of executing and delivering the tour experience to customers. Explain five keys (10marks)
- c) Explain five functions of a destination manager in a tour Company (10marks)

SECTION B (Answer only TWO questions)

QUESTION TWO (20 MARKS)

- a) Explain five advantages a travel operator to conduct a tourism research (10marks)
- b) Describe five advantages of UNESCO world heritage sites, which is a key cultural destination (10marks)

QUESTION THREE (20 MARKS)

- a) Describe the roles of a tour administrator with specification to the period (10marks)
- b) Highlight five ways of handling a booking in a tour firm (10marks)

QUESTION FOUR (20 Marks)

- a) Explain five focus of quality Assurance and Evaluation in Tour administration (10marks)
- b) Highlight five criteria's which can be used by a tour leader to spot a satisfied customer (10marks)

QUESTION FIVE (20 MARKS)

- 5a) Discuss **Ten** current marketing strategies which can be used by a tour leader to enhance greater productivity, giving relevant examples (20marks)