



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM  
SEP 2024)

HHT 4102: FUNDAMENTALS OF TRAVEL AND TOUR  
OPERATIONS

END OF SEMESTER EXAMINATION

**SERIES: DECEMBER 2024**

**TIME: 2 HOURS**

**DATE:** Pick Date **DECEMBER 2024**

## **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.**

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## **SECTION A (Answer all the questions)** **POINTS**

**30**

### **QUESTION ONE**

- a) Explain the factors that contribute to a destination's appeal (10 Marks)
- b) Expound the impact technology has had in the travel and tourism industry (10 Marks)
- c) Explain the strategies travel companies use to promote sustainable tourism in a destination (10 Marks)

## **SECTION B (Answer only TWO questions)**

### **QUESTION TWO**

- a) Expound the benefits of using a travel agent versus planning a trip independently (10 Marks)
- b) Discuss the drawbacks of using a travel agent versus planning a trip independently (10 Marks)

### **QUESTION THREE**

- a) Discuss the key attractions in emerging travel destinations (10 Marks)
- b) Explain why the emerging travel destinations are they gaining popularity (10 Marks)

### **QUESTION FOUR**

- a) Discuss how travel regulations and policies affect tourist's movement in a given country (10 Marks)
- b) Critically evaluate the factors that motivate people to travel (10 Marks)

### **QUESTION FIVE**

Elaborate on the functions of travel agency from a customer's point of view (20 Marks)