



TECHNICAL UNIVERSITY OF MOMBASA

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 TUOR
OPERATIONS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date **JULY 2025**

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)
POINTS

30

QUESTION ONE

- a) Critically evaluate the factors that motivate people to travel (10 Marks)
- b) Briefly evaluate the different airline service available to travelers (10 Marks)
- c) Evaluate the reasons for a consumer choosing to buy a composite tourism product rather than the individual components (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Highlight the benefits that may accrue to the Kenyan travel agent from being registered with the Kenya Association of Travel Agent (KATA) (10 Marks)
- b) Elaborate the sales sequence employed by the tour consultants when qualifying their clients for a package holiday (10 Marks)

QUESTION THREE

- a) You have been given the responsibility of preparing a package tour. Discuss in detail the components of the tour (8 Marks)
- b) Explain the purpose of an insurance component in a tour package (12 Marks)

QUESTION FOUR

Within the tour operations business, the tour manager performs important functions in the organization. Explain the basic function of the tour manager (20 Marks)

QUESTION FIVE

- a) The tour brochure is an essential marketing tool for any tour operator seeking to develop and sustain competitiveness in the industry. Briefly illustrate the principal contents of the tour brochure (10 marks)
- b) Briefly explain the stages involved in the tour packaging process (10 marks)