



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 S23)

HHT 4203: TRAVEL AND TOUR OPERATIONS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DEC2024

TIME: 2 HOURS

DATE: Pick Date Dec 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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Using examples to elaborate your answer, distinguish between (4mks)
 - i. vertical integration
 - ii. Horizontal integration.
- b) Describe three significance of integration to travel business. (6mks)
- c) Explain five different types of tour operators. (10mks)
- d) Examine five challenges facing the development of cruise product in Kenya (10mks)

SECTION B (Answer only TWO questions)

40 Points

QUESTION TWO

- a) Using examples, elaborate on five types of accommodation (10 marks)
- b) Describe five check in procedures for hotel customers (10 marks)

QUESTION THREE

- a) Outline in detail, ten sources of income for travel agency business (10mks)
- b) Explain five types of travel insurance policies that is sold to clients by travel agents. (10mks)

QUESTION FOUR

- a) Identify and describe five airport jobs available for graduates in the airline industry (10mks)
- b) Describe five determinants for pricing a tour package (10mks)

QUESTION FIVE

Summarize ten steps involved in planning and developing a tour package. (20mks)