



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J10)

BASIC TOUR OPERATIONS

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

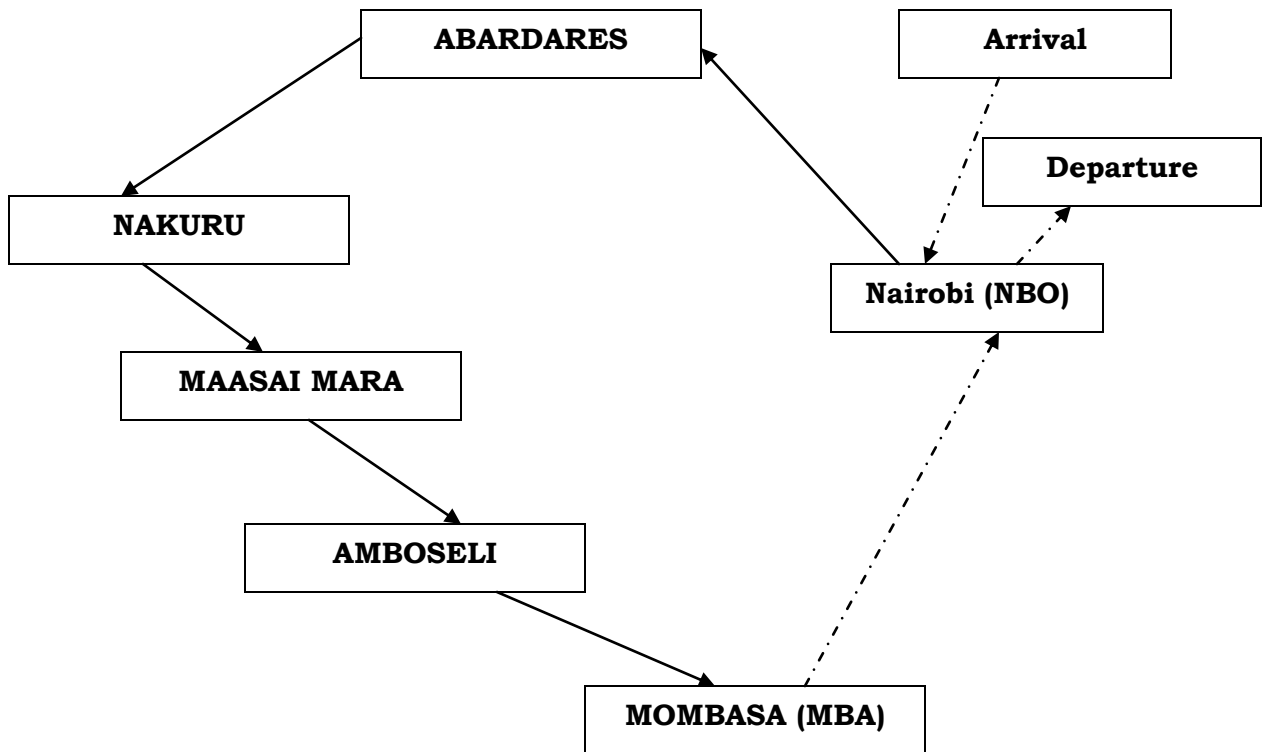
TIME: 2 ½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

SECTION A (Answer **ALL** questions)

Q.1 The following chart describes an itinerary for some 10 American tourists who will visit Kenya on 20th August 2010 for a tour of one week. They arrive via Jomo Kenyatta International airport via BA4082, ETA 14.00 HRS. They are to depart 1 week later via the flight BA4083, ETD 15.30 HRS after departing Mombasa via KQ608 which arrives at Jomo Kenyatta International airport on the same day at 13.30 HRS.



(a) Construct a possible itinerary for the group for 1 week. (13 marks)

(b) Assuming the following:

- Transportation is by use of minivans hired at a cost of US\$200 per day.
- Flight from Mombasa cost each person US\$ 100
- Accommodation at the cost of
 - FB=US\$ 350 PP
 - HB = US\$250 PP
 - BB = US\$ 180 PP
 - Bed only = US\$ 150 PP
 - Single meal = US\$ 50 PP
- Entry to any wildlife conservation area = US\$ 40 PP
- Entry to any museum or heritage site = US\$ 20 PP
- Entry to any exclusive recreational centre = US\$ 5 PP
- Any support service charge = US\$ 5 PP

Cost the itinerary for the group. (12 marks)

- (c) Assuming that the tour company has secured contract rate with all the accommodation centres involved at 20% discounted rate calculate its total commission. (2 marks)
- (d) Assuming a mark up of 25%, calculate the gross income of the tour company. (2 marks)
- (e) Assuming an operational cost of 10% of the gross income, calculate the total net income for the tour company. (1 mark)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 (a) As a fresh graduate you are to be employed as a trainee tour operator in a tour company. Describe **FIVE** of your roles in the tour company. (10 marks)
- (b) As a tourist intending to come to Kenya you are required to make reservation through a tour company for the convenience of your travel. Highlight **FIVE** common services that the tour company may make a reservation for on your behalf. (10 marks)
- Q.3 (a) As an employee of a travel company your manager requests you to make a reservation for accommodation for a group of tourist by telephoning. Describe how you would undertake the task. (10 marks)
- (b) As an airport representative welcoming inbound tourists at an international airport you are required to brief them on various issues pertaining to their stay at the destination. Explain **FIVE** issues on which you would brief them. (10 marks)
- Q.4 (a) A group of visiting travel agents want to know of Check in/out formalities within a particular accommodation establishment. Describe to them the process highlighting the important formalities. (10 marks)
- (b) Some Japanese tourists would like to visit northern touristic circuit in Kenya. Explain to them **FIVE** important places of interest that you would like them to visit. (10 marks)
- Q.5 (a) You are to describe to a class of tourism student the different tours that may be available to tourists to a particular tourist destination. Explain **FIVE** such tours. (10 marks)
- (b) Explain FIVE advantages of tourists buying tour packages rather than buying the different elements of the tour separately. (10 marks)