



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM A09)

## **BASIC TOUR OPERATIONS II**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010.

**TIME:** 2 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 (a) As a travel consultants you are to explain to a group of walk in clients the benefits of buying tour packages from the tour operator. Explain **FIVE** such benefits. (10 marks)
- (b) 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 such **FIVE** tours. (12 marks)
- (c) Explain **FIVE** advantages of tourists buying tour packages rather than buying the different elements of the tour separately. (10 marks)

**SECTION B**

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

- Q.2 (a) Accommodation is an important component of a tour. Explain **FIVE** different types of accommodation that can be used by a tourist in Kenya. (10 marks)
- (b) The tourist stay at the destination cannot be comfortable without ancillary services. Explain the purpose of such **FIVE** tourist support services. (10 marks)
- Q.3 (a) The Hotel and Restaurants Authority under the ministry of tourism is responsible for classifying hotels and restaurants in Kenya. Explain **FIVE** considerations that the organization takes into account when undertaking this activity. (10 marks)
- (b) There are several factors that affect hotel rates. Explain such factors. (10 marks)
- Q.4 (a) Tourist transport by air is very popular in Kenya consequently many tourists do use it. Highlight **FIVE** reasons why these tourists may prefer this mode of transport while travelling in Kenya. (10 marks)
- (b) Tourist transport by Road is very popular in Kenya consequently many tourists do use it. Highlight **FIVE** reasons why these tourist may prefer this mode of transport while travelling in Kenya. (10 marks)
- Q.5 (a) You have been invited to give a lecture to tourism students on the process of developing an operational itinerary for a group of international tourists' visiting Kenya from America. Describe the information that should be obtained in the initial interview with the potential client. (10 marks)
- (b) Tour operators should have various attributes that would ensure the success of their operations highlight **FIVE** such attributes. (10 mark)