



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) Custom designed tours are preferred by those with a particular interest in the destination. Explain **FOUR** disadvantages of such custom designed tours to both the planner and the client. (8 marks)
- (b) As a fresh graduate you are to be employed as a tour company. Describe **FIVE** different duties you will perform in the tour company. (10 marks)
- (c) Having been appointed to work as a tourist officer in Kenya, you intend to classify different types of tourist attractions in the country. Explain **SIX** different types of tourist attraction categories that you may have on accomplishing the task. (10 marks)

SECTION B

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

- Q.2 (a) Hotels are very popular accommodation facilities in tourist travel in Kenya. Explain **FIVE** reasons why hotels are classified. (10 marks)
- (b) Different rates are chargeable to accommodation services provided to tourists. Explain **FIVE** such different accommodation tariffs applicable in the Kenyan hotel sector. (10 marks)
- Q.3 (a) There are different modes of transport that a tourist may use when travelling to and within a tourist destination. Explain **FOUR** modes of transport that the tourist may use. (8 marks)
- (b) Tourist transport by train is not very popular in Kenya, however some tourists do use it. Highlight **SIX** reasons why tourists may prefer this mode of transport while travelling in Kenya. (12 marks)
- Q.4 (a) Tour planners consider various factors when choosing tourist transport. Mention such **SIX** factors. (10 marks)
- (b) In order to make proper accommodation reservation and booking, travel consultant requires some information about the client. Give **SIX** such kind of information. (10 marks)
- Q.5 (a) You are a tour operator intending to plan an itinerary for some tourists visiting coastal tourism circuit. Highlight **FIVE** importance of such itinerary planning. (10 marks)
- (b) As tour manager you are required to supervise the operations in a tour company. Advice your staff on the various sources of information for planning itineraries. (10 marks)