



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M12)

BHT 2205: TOUR ADMINISTRATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Explain the following terms:
- i) Transfer
 - ii) Transport
 - iii) Holiday supplement
 - iv) Extra bed
 - v) Itinerary
- (10 marks)
- b) List and briefly describe any **FIVE** components of a tour report. (10 marks)
- c) Highlight any **FIVE** roles of transport in tourism. (10 marks)

SECTION B (Answer any **TWO** questions) 40 Marks

QUESTION 2

- a) Planning and itinerary requires consideration of some important factors. Highlight any **FIVE** such factors. (10 marks)
- b) Highlight any **FIVE** factors determining a tourist's choice of transport. (10 marks)

QUESTION 3

- a) Define a tourist circuit. (2 marks)
- b) List the **EIGHT** tourist circuits in Kenya. (8 marks)
- c) For each circuit in 3 (b), list **ONE** tourist attraction. (8 marks)
- d) Define a tourist destination. (2 marks)

QUESTION 4

Discuss the licensing requirements for the following tourism establishments.

- a) Tour operator-class a (1) c (4). (10 marks)
- b) Citizen tour leaders/driver guides class c (8). (10 marks)

QUESTION 5

- a) Outline any **FIVE** roles of a tour operator. (10 marks)
- b) Describe **FIVE** sources of information available to itinerary planners. (10 marks)