



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM S13)

BHT 2103: TOUR OPERATIONS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) Describe the nature and characteristic of the following types of tour operators;
- i) Outbound tour operator
 - ii) Inbound tour operator
 - iii) Local ground operators
 - iv) Travel resellers & portals
- (12marks)
- b) Explain the elements to be considered when costing a tour. (10 marks)
- c) Explain the benefits of having a resort representative in a destination. (8marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss the differences between a tour operator and a travel agent. (20marks)

QUESTION 3

- a) A group of tourists are to in JEIA at ETA 0900 hrs on 12th January 2014. Plan a Four day tour to cover city tour and Amboseli national park. They return home via JKIA at 1900 hrs after the tour. (15marks)
- b) Outline any five types of tours (5 marks)

QUESTION 4

Tourism product has unique characteristics that pose a challenge to tour operators”. Discuss. (20marks)

QUESTION 5

Discuss the benefits of purchasing tours to a client and tour company (20 marks)