



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHT 4210 : TOUR OPERATIONS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer all questions in Section **A** and any other **TWO** questions in Section B.

This paper consists of Three printed pages

SECTION A (Compulsory)

QUESTION 1

- a)i) ABC Safari is a leading tour operations company in the United Kingdom. They want to develop package tours for game safaris in Kenya. Explain the steps they will follow to plan the tour. **(15marks)**
- ii) Describe the eight tourist circuits in Kenya. **(15marks)**

QUESTION 2

- a) Explain the elements considered while costing a tour. **(6marks)**
- b) The following is an e-mail communication to the sales department of a tour company based in Nairobi.

Dear Sir/madam

My name is Michelle Patricks from England. I was referred to your company by a friend.

We shall be travelling in a group of 4 (2couples) to Kenya and he told me that you are in a position to arrange for us a tour in Kenya.

We arrive at JKIA at 1800hrs on 10th December 2013 and we shall be staying in Kenya for 8 days . We will spend the first night in Nairobi and start a 7 day Safari to lake Nakuru National park,Samburu National Reserve, Masai MARA,Aberdares and lake Naivasha for a boat ride. We shall fly out from JKIA on 17th December 2013 at 13 hours. We will appreciate if you sent us your proposal and costs.

Thank you.
Regards,
Michelle Patricks

Using the information given.

i)Develop a detailed itinerary for the party. **(7marks)**

ii) Given this extra information cost the tour to enable the company make a 15% profit.**(7marks)**

i) Boat ride ksh 2000 per person.

ii) Transfer rates from JKIA to city USD 20 per person

iii) Guiding fees ksh 2000 per group per day.

iv) Hire of van ksh 5,000 per day.

v) Fuel Ksh 4,000 per day.

vi) Drivers allowance ksh.3000 per day USD =Ksh 80.

Accommodation rates.

| Attraction site | Rate (double room) cost (USD) |
|-----------------|-------------------------------|
| Nairobi | 180 |
| Mara | 300 |
| Samburu | 280 |
| Naivasha | 150 |
| L. Nakuru | 360 |
| Aberdares | 250 |

1 USD = Ksh.80

QUESTION 3

Discuss the market place trends and issues impacting upon the marketing and management of tour operations business.

(20marks)

QUESTION 4

a) Explain how a tour operator will use the following to market their package tours.

- i) Trade fairs
- ii) Brochures
- iii) Websites

(12marks)

b) Describe any four types of tour operators.

(8marks)

QUESTION 5

Discuss the elements that a tour operator will put into consideration when negotiating for provision of a accommodation with hotels. **(20marks)**