



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN TOURS AND TRAVEL OPERATIONS

(CTTO S12)

BHC 1202 : TOUR OPERATIONS & ADMINISTRATION

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) Brochures are important tour package promotional material. Highlight the essential details in a tour brochure. (6marks)
- b) Explain the Two major types of costs in a group tour costing exercise by a tour operator (10marks)

QUESTION 2

Describe the major steps that explain a hotel reservation exercise. (10marks)

QUESTION 3

Describe the inclusive tour package distribution process in Kenya. (10marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 4

- a) There are different types of tour operators servicing International tourists to Kenya. Highlight FOUR such types of tour operators. (8marks)
- b) Explain six types of inclusive tours that are popular with international tourist visiting Kenya. (12marks)

QUESTION 5

- a) Highlight FIVE disadvantages of inclusive tour packages. (10marks)
- b) Highlight the expectations that a market based tour wholesaler may have of a receptive tour operator (ground handling firm) in a tourist destination. (10marks)

QUESTION 6

- a) Explain the various uses of a drivers imprest during a tour implementation exercise. (10marks)
- b) Describe FIVE types of tour brochure layouts. (10marks)

QUESTION 7

- a) Describe the procedure for handling an accommodation reservation by telephone. (10marks)
- b) Highlight the content that a tour reader should include in a tour report. (10marks)