



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J09)

TOUR OPERATIONS

END OF SEMESTER III EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **TWO** sections **A** and **B**.
2. Section **A** is compulsory. Answer any **TWO** questions from Section **B**.

SECTION A

(Compulsory)

- Q.1 (a) Explain the factors that may influence a tour operator in choosing a tourist destination. (10 marks)
- (b) Describe the qualities of an effective tour guide. (10 marks)
- (c) Conservation of vegetation in National Parks is a pre-requisite to tourism sustainability in an area. Outline **FIVE** ways in which such consideration would be of benefit to the tourism industry. (10 marks)

SECTION B

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

- Q.2 Identify and explain **TEN** rules and regulations in National Parks and reserves. (20 marks)
- Q.3 (a) Highlight **FIVE** benefits that may accrue to communities bordering national parks and reserves. (10 marks)
- (b) There is an increasing population pressure in areas adjacent to National Parks and reserves. Highlight the consequences of this trend to the survival of wildlife in such areas. (10 marks)
- Q.4 (a) A tour operator intends to transport a group of tourists on an excursion. Explain the areas of expenditure that should be included in the transport budget. (10 marks)
- (b) Despite having varied types of attractions, western touristic circuit remains the least visited circuit in Kenya. Highlight **FIVE** reasons why this is so. (10 marks)
- Q.5 (a) Explain **FIVE** characteristics of a tour operator's product. 10 marks)
- (b) Highlight **FIVE** challenges affecting Northern touristic region in Kenya. (10 marks)