



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (TOURISM MANAGEMENT)

BTM 251: TRAVEL AND TOUR OPERATIONS MANAGEMENT

DATE: Monday 26th March 2012

TIME: 8.00 a.m – 10.00 a.m

INSTRUCTIONS

Answer ALL Questions in Section A and any TWO Question in Section B.

SECTION A

QUESTION ONE

- (a) Mr. Baraza has visited your travel agency business in Nairobi and has requested for two week travel arrangements to Israel. Explain your arrangements in terms of:
- Tour packaging
 - Itinerary design
 - Tour administration
 - Post- travel procedures [20 marks]
- (b) Describe the role of technology in travel and tour operations management. [10 marks]

SECTION B:

QUESTION TWO

Describe tourist decision making process and explain the role of travel intermediaries in influencing purchase decision during each stage. [20 marks]

QUESTION THREE

Describe tour operator and travel agency regulations and licensing requirements. [20 marks]

QUESTION FOUR

Travel agencies and tour operators must meet various business requirements and commercial skill to survive in the competition and operate efficiently. Explain. [20 marks]

QUESTION FIVE

Describe the role of travel intermediaries in transport management. [20 marks]