



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE**

BTM/HTM 257: TOUR OPERATION TECHNIQUES

DATE: Wednesday, 28th March 2012

TIME: 8.00 a.m. – 10.00 a.m.

INSTRUCTIONS: Answer Question 1 and any other TWO questions

QUESTION ONE (COMPULSORY)

- (a) 'Tour operators are wholesalers in the tourism product distribution chain'. Discuss this in respect to their role as tourism industry principals. (10 marks)
- (b) Highlight the components of tourism products that are found in the Coast circuit. (10 marks)
- (c) Outline the objectives of Kenya Association of Tour Operators (KATO). (10 marks)

QUESTION 2

A group of international tourists are visiting Kenya and you have been earmarked as their tour guide.

- (i) Highlight the roles of a tour guide. (10 marks)
- (ii) Explain the contents of a talk given to the group of tourist. (10 marks)

QUESTION 3

You are a Tour manager at Private Safaris. A group of tourists intend to visit the Central Circuit. They are to arrive via BA 089 at NBO – ETA 07.00 HRS on 16 June 2012. They return home via KLM 672 ETD 18.00 HRS via NBO on 18 June 2011.

- (i) Write down a skeleton itinerary for the group. (5 marks)
- (ii) Write down a detailed itinerary for the group (5 marks)
- (iii) What factors are considered in costing the tour? (10 marks)

QUESTION 4

Tourism has been earmarked as an important sector in achieving Vision 2030. Highlight the challenges facing tour operations in the tourism industry in Kenya. (20 marks)

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