



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
MAIN CAMPUS**

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT 1ST YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: B T M 3113

COURSE TITLE: TRAVEL AND TOUR OPERATIONS

EXAM VENUE:

STREAM: BTM Y1S1

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION NUMBER ONE (30 MARKS)

- a) Describe the term tourist and explain major reasons why they travel (10 Marks)
- b) With an aid of a diagram and examples in the tourism industry, explain vertical and horizontal integrations, clearly indicating the reasons for intergrations (10 Marks)
- c) State and discuss external influences on tour operators. (10 Marks)

QUESTION NUMBER TWO

- a) Explain the term tour manager and discuss major skills, assets and talents that he/she should possess. (10 Marks)
- b) Discuss the key legal framework in tour operations (10 Marks)

QUESTION NUMBER THREE

- a) Explain four basic elements of transportation system and discuss the most important reasons for traveling by train. (10 Marks)
- b) Describe the term bonding and its purpose in the tourism industry. (10 Marks)

QUESTION NUMBER FOUR

- a) What are the key challenges to tour operators business? (10 Marks)
- b) There are four key elements to planning a package holiday programme, state and discuss them in detail. (10 Marks)

QUESTION NUMBER FIVE

- a) How can tour operators contribute to the sustainable development of tourism in protected areas in Kenya? (10 Marks)
- b) According to Mancini (1996), tour managers should be aware of behavioural patterns that may occur during the tour. They need to use the correct strategies to reshape such behaviour into more sensitive and productive forms. State and discuss them in detail. (10 Marks)