



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**School of Business and Economics  
Department of Tourism and Management**

**BTM 3113: Travel and Tour Operation**

**Year 1 Semester 1 Examination**

**INSTRUCTIONS TO CANDIDATES**

Answer **question one** and any other **two** questions from this paper

### **Question one**

- i) Define the following terms
  - a) Travel business (1 Mark)
  - b) Itinerary (1 Mark)
  - c) Package tour (1 Mark)
  - d) Tour costing worksheet (1 Mark)
- ii) What do the following initials stand for?
  - a) FIT (1 Mark)
  - b) GIT (1 Mark)
  - c) MICE (1 Mark)
- iii) List four types of tour operators (2 Marks)
- iv) Differentiate between a travel agent and a tour operator (2 Marks)
- v) Identify at least 10 functions common to both tour operators and travel agents (5 Marks)
- vi) What are the basic components of a package tour? (3 Marks)
- vii) Using examples, explain each of the following travel agency and tour operation business diversification strategies;
  - a) Concentric diversification (1 Mark)
  - b) Conglomerate diversification (1 Mark)
  - c) Horizontal diversification (1 Mark)
- viii) List 3 basic travel documents required in most cross border tours (3 Marks)
- ix) What background information is required when planning an itinerary? (5 Marks)

### **Question two**

- i. Prepare a 10-day tour itinerary of your own choice comprising important places of interest in Kenya (10 Marks)
- ii. Identify and explain the most common types of package tours (10 Marks)

### **Question three**

- i. Identify and explain factors that influence tour pricing (10 Marks)
- ii. Outline the steps followed in developing a package tour (10 Marks)

#### **Question four**

- i. Identify and explain the commonly used tour pricing strategies (10 Marks)
- ii. Highlight factors should you consider when designing any tour itinerary? (10 Marks)

#### **Question five**

- i. Identify the major objectives of UFTAA (10 Marks)
- ii. Highlight the most common mistakes in formulating the price of package tour (4 Marks)
- iii. List at least 4 travel and tourism regulatory bodies and specify whether global, regional, national or local (2 Marks)
- iv. Explain the most common methods of operating package tours (4 Marks)