

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
BUSINESS DEPARTMENT
IBTM 3113 TRAVEL & TOUR OPERATIONS

INSTRUCTIONS:

Answer question one and any other two questions

Question one is 30 marks and the rest are 20 marks each

- 1a) Explain five items that should be included in an inclusive tour. (5 marks)
 - b) Identify the types of Tour operators active in a tourism destination (5 marks)
 - c) What are the functions of travel agents in Kenya (5 marks)
 - d) Outline the roles of tourism information offices in Kenya (5 marks).
 - e) Discuss five major categories of tourism attractions that appeal to tourists visiting Kenya (5 marks)
 - f) Explain the major sources of information for itinerary writing (5 marks)
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- 2a) Discussed the roles played by the Kenya Tourism Board in bringing visitors to Kenya (10 marks)
 - b) Describe five activities that take place in Kenyan National parks (10 marks)
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- 3 a) Explain the aspects of tourism associated with the Great Rift Valley as a physical feature (10 marks)
 - b) Explain the advantages of tour packages to a potential tourist (10 marks)
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- 4a) Identify five roles that tour operators play in the tourism business (10 marks)
 - b) Describe the first five freedoms of air advocated for by IATA (10 marks)
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- 5a) Discuss major points to note in an airline time table. (10 marks)
 - b) Identify five attractions that appeals more to potential tourists in the western tourism Circuit (10 marks)