



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE CERTIFICATE IN BUSINESS

ADMINISTRATION

3rd YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE:BTM 3321

COURSE TITLE: TOUR OPERATIONS AND ADMINISTRATION.

TIME: 3.00 HOURS

EXAM SESSION-3-6 PM

DATE-1/12/20

INSTRUCTIONS:

1. Answer Question ONE (COMPULSORY) and ANY other 2 questions.

- 1. Candidates are advised to write on the text editor provided, or to write on a foolscap, scan and upload alongside the question.**
- 2. Candidates must ensure that they submit their work by clicking 'FINISH AND SUBMIT ATTEMPT' button at the end.**

QUESTION ONE

- a. Explain five characteristics of tourism not common with other forms of businesses. (5 marks)
- b. Explain five forms of ancillary services provided to tourists in a destination. (5 marks)
- c. Through a sketch describe the four main channels that enable the tourism product to reach consumers (5 marks)
- d. Identify five forms of tour guides that a tourist can engage in a tourism destination. (5 marks)
- e. Outline five common torts that tourist would unknowingly commit in a tourist destination.(5 mks)
- f. Explain five uses of a business plan to a tour company (5 marks)

QUESTION TWO

- a) Discuss five physical barriers that can hinder effective communication. (10 marks)
- b) Explain five measures to be taken against a person found travelling without the right travel documents.(10 marks)

QUESTION THREE

- a) Discuss the purpose of reservations to a tour firm in a given destination. (10 marks)
- b) Identify five most visited attractions found in the western tourism circuit. (10 marks)

QUESTION FOUR

- a) The Kenya coast is the most visited place in Kenya. Describe five water sports that those visiting the coast will take part in. (10 marks)
- b) Differentiate between a lodge and a campsite as forms of accommodation.(10 marks)

QUESTION FIVE

- a) Explain considerations that a tour operator should put in place to ensure the development of a successful itinerary development. (10 mark)
- b) Explain five regulations that guide visitors when entering a national park in Kenya. (10 marks)