



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINES AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT
1ST YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BTB 1105

COURSE TITLE: TRAVEL AND TOURS

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 exam room**

QUESTION ONE

- a) State five items included in an inclusive tour. (5 marks)
- b) Identify five types of Tour Operators active in a tourism destination (5 marks)
- c) Outline five functions of Travel Agents in Kenya (5 marks)
- d) Outline five roles of tourism information offices in Kenya (5 marks).
- e) Identify five major categories of tourism attractions in Kenya (5 Marks)
- f) Name animals that are listed as being the big five in Kenya (5 marks)

QUESTION TWO

- a) Explain five roles that Kenya Tourism Board plays in marketing Kenya (10 marks)
- b) Describe five activities that take place in Kenyan National parks (10 marks)

QUESTION THREE

- a) Explain five tourism products associated with the Great Rift Valley as a physical feature (10 Marks)
- b) Explain five benefits of tour packages to a potential tourist (10 marks)

QUESTION FOUR

- a) 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)

QUESTION FIVE

- a) Describe five areas to be taken note of in an airline time table. (10 marks)
- b) Identify five attractions that appeals more to potential tourists in the western tourism circuit (10 marks)