



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE BACHELOR OF INTERNATIONAL**  
**TOURISM MANAGEMENT FOR THIRD YEAR SEMESTER TWO**

**MAIN CAMPUS**

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**B T M 3323: TOUR OPERATIONS AND ADMINISTRATION**

**DURATION: 2 HOURS**

**APRIL 2017 EXAMINATIONS**

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**INSTRUCTIONS**

**ANSWER QUESTION NUMBER ONE (1) AND ANY OTHER THREE (2) QUESTIONS IN THE ANSWER BOOKLET PROVIDED**

**QUESTION ONE (30 MARKS)**

- a) Explain key activities and skills of tour operating, giving examples where necessary. (10 Marks)
- b) Describe major characteristics of a tour operator. (10 Marks)
- c) Illustrate the functions and revenues sources of a tour operator. (10 Marks)

**QUESTION TWO**

- a) What are the key business benefits for a tour operator acting sustainably? (10 Marks)
- b) Explain how tour operators can act in a sustainable way while carrying out its operations (10)

### **QUESTION THREE**

- a) State and explain various types of tour packages. (10 Marks)
- b) Discuss the role of intermediaries in the tourism system. (10 Marks)

### **QUESTION FOUR**

- a) Explain how tourist will benefit from packaging provided by the tour operators. (10 Marks)
- b) What are the key advantages of packaging to the tour operators? (10 Marks)

### **QUESTION FIVE**

- a) Illustrate major guidelines that Private safaris will use for Itinerary Planning.(10 Marks)
- b) Discuss some developments and trends in the marketplace affecting travel agencies. (10 Marks)