



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019

EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT

UNIT CODE: DMTM 1202

UNIT TITLE: TOUR PLANNING & ADMINISTRATION

DATE: 27TH AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE** (**compulsory**) and any other **TWO** questions

QUESTION ONE

- (a) Identify six desirable qualities of a tour manager. (6 marks)
- (b) Describe three components of a tour package. (6 marks)
- (c) Outline six important roles that tour brochures play in a tour firm. (6 marks)
- (d) Give four factors that have contributed to the growing popularity of water transport in tourism. (6 marks)
- (e) Describe three roles the tour operators play in the tourism industry. (6 marks)

QUESTION TWO

- (a) Outline five types of risks that a tour organizer may take an insurance cover for his guest. (10 marks)
- (b) Identify five roles played by a travel agent in the travel industry (10 marks)

QUESTION THREE

- (a) Identify five leadership skills that a travel agent professional should possess. (10marks)
- (b) Describe the stages a travel agent should follow when planning for a tour (10marks)

QUESTION FOUR

- (a) Describe five sources of revenue for the travel agents in the course of their operations (10 marks)
- (b) Identify five types of passports that may be used by international travelers. (10 marks)

QUESTION FIVE

- (a) Explain five factors that a tour operator should consider when hiring a rental car for a potential tourist. (10 marks)
- (b) Explain five factors that may discourage travelers from using air transport. (10 marks)