



# The Co-operative University of Kenya

**END OF SEMESTER EXAMINATION AUGUST -2019**

**EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT**

**UNIT CODE: DMTM 1102**

**UNIT TITLE: TOUR OPERATIONS MANAGEMENT**

**DATE: 30<sup>TH</sup> AUGUST, 2019**

**TIME: 2:30 PM – 4:30 PM**

## **INSTRUCTIONS:**

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

## **QUESTION ONE**

- Define the following terms as they are used in the study of travel operations and customer care.
  - Travel agent (2 Marks)
  - Holiday package (2 Marks)
- Identify six factors that motivate people to participate in Tourism activities. (6 Marks)
- Identify **four** types of Visa used by tourists in international air travel. (4 Marks)
- Outline **six** negative economic impacts to a tourist destination (6 Marks)
- Give **four** factors that have contributed to the growing popularity of water transport in tourism. (6 Marks)
- Identify **four** roles the tour operators play in the tourism industry. (4 Marks)

## **QUESTION TWO**

- Outline **five** types of risks that a tour organizer may advise a traveller intending to take a holiday to take. (10 Marks)
- Identify five factors that hinder tour operators from carrying out their functions effectively. (10 Marks)

## **QUESTION THREE**

- Identify **five** roles that a tour leader plays while on a tour with a group of tourists. (10 Marks)
- Describe **five** steps a tour operator will follow when planning for a tour. (10 Marks)

## **QUESTION FOUR**

- Describe five principles that a tour administrator will consider before planning a tour itinerary. (10 Marks)
- Identify five areas that a tour leader will concentrate on while debriefing tourists (10 Marks)

## **QUESTION FIVE**

- Explain **five** factors that a tour operator should consider when hiring a accommodation facility for a potential tourist. (10 Marks)
- Explain **five** areas of research that a tour planner should conduct before coming up with a tour (10 Marks)