

COOPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATIONS APRIL 2022
EXAMINATION FOR THE BACHELOR OF TOURISM MANAGEMENT
YEAR ONE SEMESTER TWO
BTM 1201: INTRODUCTION TO TRAVEL AND TOUR OPERATIONS

Instructions:

Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a. Travel intermediaries play a crucial role in the tourism distribution channel. Explain (15 marks)
- b. Explain any five key stages associated with tour operating (15 marks)

QUESTION TWO

Examine the following factors in relation to travel and tourism operations (20 marks)

- a. Inhibitors
- b. Repelants
- c. Destination Pull
- d. Diversions
- e. Push

QUESTION THREE

- a. Explain the concept of interpretation and its role in a tour experience (10 marks)
- b. Examine five areas of competence required for a travel agent/consultant (10 Marks).

QUESTION FOUR

- a. Prepare a comprehensive 5 day itinerary for a tourist arriving through the Jomo Kenyatta International Airport (15 marks)
- b. One of the most important decisions in tour operations is the pricing decision. Explain any five factors that a tour manager must consider in setting prices (5 marks)

QUESTION FIVE

Tourism is about the experiences of that place and what happens there. In light of this statement, discuss any five attributes of a tourism product (20 marks)