



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: NDTW 120
COURSE TITLE: INTRODUCTION TO TRAVEL
AND TOURISM OPERATIONS**

DATE: 26/04/2019

TIME: 11.00-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over.

SECTION A: ANSWER QUESTION ONE (25 MKS)

1. a) Differentiate between Charter flights and scheduled flights. **(6Mks)**
- b) From the tourism system perspective accommodation is basically categorized under four different headings. State the four categories. **(4Mks)**
- c) Tour operators have long enjoyed a dominant position within the travel and tourism industry, however, they currently face a number of challenges. Discuss these challenges **(5Mks)**
- d) Describe the travel and tourism industry in Kenya? **(5Mks)**
- e) What is the 'product' of the travel and tourism industry? **(5Mks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

2. Discuss the different categories of businesses or organisations within the travel and tourism industry and how the sectors are related **(15Mks)**
3. Discuss Elements of the transport system in Travel Operations **(15Mks)**
4. Discuss the stages of developing a Tourist attraction **(15Mks)**
5. Attractions, often referred to as either tourist attractions or visitor attractions are a fundamental element of the travel and tourism system. Discuss . **(15Mks)**

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