



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 130

COURSE TITLE: TRAVEL AND TOUR OPERATIONS

DATE: 16.4.2019

TIME: 8.30AM - 10.30AM

INSTRUCTIONS:

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

SECTION A: ANSWER QUESTION ONE (25MKS)

QUESTION ONE

- a) Define the following terms and concepts commonly used in the travel operations.
- i. Travel. (2marks)
 - ii. Brochure. (2marks)
 - iii. Tour package. (2marks)
- b) Differentiate between the following concepts applied in tour operations management.
- i. Chartered flights and scheduled flights. (4marks)
 - ii. Travel agents and tour operators. (4marks)
- c) Identify **four** tourism components that support the travel industry in Kenya. (4marks)
- d) Highlight **three** principle activities usually undertake in airports globally. (3marks)
- e) Explain the various ways in which airports are always owned and managed worldwide. (4marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

QUESTION TWO

- a) State and explain the **two** types of tour packages always preferred by visitors in Kenya. (3marks)
- b) Describe the steps involved in planning a successful tour package. (12marks)

QUESTION THREE

- a) The international airline industry has regulations and guidelines termed as 'freedom of air' that always help in smooth running of airline operations. Explain these 'freedoms of air'. (8marks)
- b) Explain the roles and activities undertaken by IATA to ensure efficient and effective air travel operations. (7marks)

QUESTION FOUR

Mr. Ole Magelo a tour guide working with Pollman's Safaris Kenya has been given a group of tourists from Poland to take them for a game drive to the Maasai Mara National Reserve. Describe the best possible commentary that he needs to employ in order to make his clients satisfied. (15marks)

QUESTION FIVE

- a) Explain the principles and practices of tour guiding. (8marks)
- b) Discuss SEVEN qualities of an effective tour guide. (7marks)

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