



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 3105

**COURSE TITLE: TOURS AND TRAVEL
OPERATIONS MANAGEMENT**

DATE: 1ST APRIL, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A: COMPULSORY (30 MARKS)

- 1(a). Define the following terms as used in the field of tourism **(8marks)**
- a) Excursion-
 - b) Tourist carrying capacity
 - c) Mass tourism
 - d) Itinerary
- 1(b). Differentiate between the following **(4marks)**
- I. Tour operator verses tour agent
 - II. Scheduled flight and chartered flight
- 1(c). Discuss the role of tour agents in Kenya tourism **(8marks)**
- 1(d). Explain the five elements of tourism. **(5marks)**
- 1(e). Discuss how Narok county government may affect the way a new tour operating business operates **(5marks)**

SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS.

2. As a salesperson of *Road Connect* car hire company located in Nairobi, calculate the cost of the following trips.
- a) **Client 1**; Mwazui wants to hire a Prado for 7 days to travel to Voi and Mombasa. The distance covered during this trip is 1,200 km. **(3 marks)**
 - b) **Client 2**; a couple want to hire a chauffeur driven Toyota Prado limousine for 1 day for their wedding in Nakuru. The distance covered at the end of the rental period was 300 km **(3 marks)**
 - c) **Client 3**; Kiprutto to hired a Toyota Premio for 4 days to visit his family in Eldoret. The distance covered at the end of the rental period was 700 km. **(3 marks)**
 - d) **Client 3**; Peter hired a Subaru Forester for 3 days to Baringo. However, he brought the car on the 5th day. **(3 marks)**

The following charts represent car groups with accompanying rates:

Table A

	VEHICLE TYPE	Daily Rate (Ksh)	Weekly Rate (Ksh)	Ksh per km
A	Toyota starlet/Vitz	800	4,800	24
B	Toyota Corolla 110/Nissan B13	1,000	6,000	26
C	Toyota Premio	1,200	8,100	24
D	Subaru Forester	1,600	10,500	26
E	Rav 4 (2 door) 4WD	1,800	11,200	28
F	Mercedes Benz	3,000	20,500	35
G	Toyota Prado/ Land curiser	2,700	18,000	33
H	Toyota Hiace Minibus	1,900	12,400	30

Table B

	VEHICLE TYPE	Daily Rate (Ksh)	Weekly Rate (Ksh)
A	Toyota starlet/Vitz	1,200	8,400
B	Toyota Corolla 110/Nissan B13	1,600	12,000
C	Toyota Premio	1,900	12,500
D	Subaru Forester	2,100	14,500
E	Rav 4 (2 door) 4WD	2,300	15,000
F	Mercedes Benz	3,500	20,500
G	Toyota Prado/ Land curiser	2,700	18,600
H	Toyota Hiace Minibus	2,100	14,600

Note:

- i. It is the company policy to adopt the unlimited mileage rate for trips taking more than 4 days.
 - ii. Chauffeur driven services @ an additional cost of Ksh 1,500 per day
 - iii. A penalty charge of 15 % is charged on the total cost of the duration of hire. (inclusive of additional days)
- b) Explain the importance of using the phonetic alphabet in the tourism industry. (8 marks)**
3. a). Using relevant examples explain how a tourist circuit may be developed within East African Community in two broad ways **(10 marks)**
b). Explore at least the most common challenges facing circuit tourism initiatives in Kenya. **(10 marks)**
4. a). Discuss different elements of costing one need to consider while planning an itinerary **(10marks)**
- b).) A group of tourist is to arrive via BA068 at NBO-ETA 08:30HRS on 10th Dec 2022. Plan a skeleton itinerary for a 4 day tour to cover city tour, Mt Kenya National Park and Samburu Game reserve. They return home via KLM 548 etd18:30HRS via NBO **(10marks)**
5. a). Evaluate the factors that influence the tourist's choice of mode of transport. **(10 Marks)**
b). Using illustrations discuss how travel and tourism products are distributed in a destination **(10 marks)**

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