



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/ 2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM &
HOSPITALITY
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT.**

**COURSE CODE: NDTW 130
COURSE TITLE: INTRODUCTION TO TOUR
OPERATIONS MANAGEMENT**

DATE: 2ND DECEMBER, 2022

TIME: 1100:1300

INSTRUCTIONS TO CANDIDATES

Answer all Questions in Section A and any other TWO questions in Section B
This paper consists of FOUR printed pages. Please turn over.

SECTION A

1. Define the following terms as used in the field of tourism citing relevant examples **(10mrks)**

- a) Excursion
- b) Tourist carrying capacity
- c) Mass tourism
- d) Itinerary
- e) Tour package

2. Differentiate between the following **(5marks)**

- I. Tour operator verses tour agent
- II. Scheduled flight and chartered flight

3. Highlight the factors that motivate people to travel **(5 marks)**

4. Describe the roles and functions of tour operators **(5marks)**

5. What are the advantages of car rentals in facilitation to travel development in the tourism industry? **(5 marks)**

SECTION B

5. Explore and discuss the most common challenges facing circuit tourism initiatives in Kenya. **(20 marks)**

6. Evaluate the different elements of costing a tour that one needs to consider when planning a tour package. **(20 marks)**

7. a. Discuss the principles and ethics of tour guiding. **(12 marks)**

b. Name the qualities of a professional tour guide. **(8 marks)**

8. Assume that you are a director of a tour company and you receive a letter of complaint from a loyal customer concerning mistreatments during their family visit. What are the professional steps that you can use to solve the problem as well as ensure the customer satisfaction? **(20marks)**

(All the best)

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