



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCES,
ENVIRONMENTAL STUDIES AND
AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 120

**COURSE TITLE: INTRODUCTION TO TOURS
AND TRAVEL OPERATIONS**

DATE: 13/5/2024

TIME: 1100-1300 HRS

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

1. Define the following terms as used in the travel and tour operations citing relevant examples. (10 marks).
 - a) A tour
 - b) Tourism supply
 - c) Tourism demand
 - d) Itinerary
 - e) Supply chain
2. Highlight 5 factors that motivate people to travel.(5 marks)
3. What are the factors to consider when costing and budgeting a tour.(5 marks)
4. Distinguish between the following terms;
 - a) Tour operators vs. travel agents.(5 marks)

 - b) Inbound tour operators vs. Outbound tour operators.(5marks)

SECTION B

5. a) Discuss the concept of marketing mix giving relevant illustrations.
(14 marks)

b) Discuss the various bodies that regulate tours and travel activities in Kenya. (6 marks)
6. Describe the supply chain/intermediaries involved from tailoring a tour package to the point it is consumed by the tourist.(20 marks)
7. Assuming that you are a tour operator based in Kenya, you get a group of 5 tourists who want to visit Kenya for an 8 day trip. Prepare an appealing and detailed itinerary that will make the tourist have an exceptional experience of their tour.(20 marks)

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