



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 313
COURSE TITLE: TOURS AND TRAVEL
OPERATIONS MANAGEMENT**

DATE: 26TH APRIL 2018

TIME: 1100 -1300HRS

INSTRUCTIONS TO CANDIDATES

Answer all questions in **SECTION A** and any other three in **SECTION B**

SECTION A- 25 MARKS

- 1. a) Outline **five (5)** factors that might motivate a tourist to travel to a range of multiple destinations. **(5 marks)**
- b) Highlight **five (5)** guidelines you should consider in developing tour itineraries. **(5 marks)**
- c) State **five (5)** major reservations systems in travel industry. **(5 marks)**
- d) Outline **five (5)** roles of International Air Transport Association in travel industry. **(5 marks)**
- e) Identify **five (5)** emerging trends in tour guiding. **(5 marks)**

SECTION B: (45 MARKS)

- 2. a) As a tour consultant, explain **four (4)** benefits of independent tours as opposed to custom-designed tours to tour participants. **(8 marks)**
 - b) As a tour professional, explain customers' need factors of consideration while reserving accommodation facility to tour participants. **(7 marks)**
- 3. a) Discuss **four (4)** legal bases of consumer claims. **(8 marks)**
 - b) Explain tourism and travel service providers prone to consumer claims. **(7 marks)**
- 4. You have been appointed as a tour consultant to carry out market segmentation for existing tour firm.
 - a) Discuss **four (4)** basis of market segmentation in travel industry. **(8 marks)**
 - b) Analyze the steps you will follow in segmentation process. **(7 marks)**
- 5 a) Discuss **four (4)** implications of Information and Communication Technology (ICT) on travel agents businesses across the globe. **(8 marks)**
 - b) Explain approaches of marketing research applicable in travel industry. **(7Marks)**

.....END.....