



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCES MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: NDTW 120
COURSE TITLE: INTRODUCTION TO TRAVEL
AND TOUR OPERATIONS**

DATE: 5TH DECEMBER 2018

TIME: 1100 – 1300HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

This paper consists of 2 printed pages. Please turn over.

SECTION A: QUESTION ONE IS COMPULSORY (25MARKS)

QUESTION ONE

- a) Define the following terms and concepts commonly used in the travel operations.
- i. Tourism demand. (2marks)
 - ii. Tour. (2marks)
 - iii. Tourism supply. (2marks)
- b) Distinguish between the following concepts applied in travel operations management.
- i. Tour operators and travel agents. (4marks)
- c) Identify FIVE suppliers who plays a crucial role in providing necessary services in the tourism industry in Kenya. (5marks)
- d) Explain FIVE roles played by travel intermediaries in the travel industry globally. (5marks)
- e) Identify various challenges facing tour operators and travel agents worldwide. (5marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)

QUESTION TWO

Discuss the duties and responsibilities of tour guides in various tourism attraction destinations in Kenya (15marks)

QUESTION THREE

Discuss FIVE factors that influence the demand for a given tourism product or service. (15marks)

QUESTION FOUR

Prepare a comprehensive itinerary for a group of tourists arriving from Germany and purposing to visit the central tourism circuit of Kenya for four days. (15marks)

QUESTION FIVE

Discuss the advancement and recent innovations in technology that has led to the growth of the travel industry internationally. (15marks)

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