



# **MAASAI MARA UNIVERSITY**

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

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

**COURSE CODE: NDTW 130  
COURSE TITLE: TOURS AND TRAVEL  
OPERATIONS MANAGEMENT**

**DATE: 4<sup>TH</sup> DECEMBER 2018**

**TIME: 1100 - 1300 HRS**

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**Instructions to candidates**

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

**SECTION A: QUESTION ONE IS COMPULSORY (25MARKS)**

**QUESTION ONE**

- a) Define the following terms and concepts commonly used in travel operations.
  - i. Travel. (2marks)
  - ii. Itinerary. (2marks)
  - iii. Tour package. (2marks)
- b) Differentiate between the following concepts applied in tour operations management.
  - i. Chartered flights and scheduled flights. (4marks)
  - ii. Travel agents and tour operators. (4marks)
- c) Identify FOUR tourism components that supports the travel industry in Kenya. (4marks)
- d) Highlight THREE principle activities usually undertake in airports globally. (3marks)
- e) Explain the various ways in which airports are always owned and managed worldwide. (4marks)

**SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)**

**QUESTION TWO**

- a) State and explain the two types of tour packages always preferred by visitors in Kenya. (3marks)
- b) Describe the steps/procedures involved in planning a successful tour package. (12marks)

**QUESTION THREE**

- a) The international airline industry has regulations and guidelines termed as 'freedom of air' that always help in smooth running of airline operations. Explain these 'freedoms of air'. (8marks)
- b) Explain the roles and activities undertaken by IATA to ensure efficient and effective air travel operations. (7marks)

**QUESTION FOUR**

Keitan Safaris a tour company operating in Kenya has received a booking for six clients coming from Denmark and visiting various destinations in the coastal tourism circuit. Prepare an itinerary that can help the visitors in the whole travel experience before departing back to their country of origin. (15marks)

**QUESTION FIVE**

- a) Explain the principles and practices of tour guiding. (8marks)
- b) Discuss SEVEN qualities of an effective tour guide. (7marks)

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