



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3105  
COURSE TITLE: TRAVEL AND TOUR  
OPERATIONS MANAGEMENT**

**DATE: 4/12/2019**

**TIME: 8:30AM - 10:30AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer all question in **SECTION A** and any other two in **SECTION B**

## **SECTION A 30 MARKS**

1(a). Define the following terms as used in the field of tourism

- i. Excursion **(2marks)**
- ii. Tourist carrying capacity **(2marks)**
- iii. Mass tourism **(2marks)**
- iv. Itinerary **(2marks)**

1(b). Differentiate between the following

- i. Tour operator verses tour agent **(2 marks)**
- ii. Scheduled flight and chartered flight **(2 marks)**

1(c). Discuss the role of tour agents in Kenya tourism **(8 marks)**

1(d). Explain the five elements of tourism. **(5 marks)**

1(e). Explain some of the principles you would follow as you guide tourist with in an attraction **(5marks)**

## **SECTION B 40 MARKS**

2. Give account for the history and development of tourism industry.

**(20 marks)**

3. Using illustrations, describe the challenges faced in the development of tourism circuit in East Africa as the countries integrate to form one community. **(20 marks)**

4. (a) Discuss the elements of costing considered while planning an itinerary. **(8marks)**

(b) A group of tourists are expected to arrive via BA068 at NBO-ETA 09:00HRS on 10<sup>th</sup> Dec 2010 and return home via KLM 548 etd19:00HRS via NBO. Plan a 3-day tour to cover city tour and Lake Nakuru national park. **(12 marks)**

5. (a). As a sales person of Sun World car hire located in Nairobi, calculate the cost of the following trips for you clients giving the cheapest

- I. Wants to hire a Prado for 7 days to travel to Kisii and Kericho **(2marks)**
- II. Clients 2: A couple want to hire a chauffeur driven Mercedes, limousine for 1day for their wedding in Nakuru **(2marks)**
- III. Client 3 peter hired a Toyota Rav4 for 3 days to Wajir and then came back via Marsabit and Isiolo. However, he bought the car on the 5<sup>th</sup> day **(2marks)**

**Terms**

- Chauffer driven services @ on additional cost of Ksh 1400 per day
- Penalty charged charge 20% is charged on the total cost of the duration of hire (inclusive of additional days)
- It is the company policy to adopt the unlimited mileage rate for trips taking more than 3 days
- **Limited Mileage Cost Schedule**

s/n	Vehicle type	Daily rates	Weekly rates	Per km rates
1	Toyota starlet/ vits	800	4800	24
2	Toyota corolla	1000	6000	26
3	Toyota premio	1200	8100	28
4	Subaru station wagon	1600	10500	30
5	Rav4 (4wd)	1800	11200	35
6	Mercedes benz , Mark 11	3000	20500	35
7	Toyota Prado, land cruiser	2700	18000	33
8	Toyota Hiace mini bus	1900	12400	30

**Unlimited Mileage Cost Schedule**

s/n	Vehicle type	Daily rates	Weekly rates
1	Toyota starlet/ vits	4000	20000
2	Toyota corolla	5000	25000
3	Toyota premio	6000	30000
4	Subaru station wagon	7000	35000
5	Rav4 (4wd)	8000	40000
6	Mercedes benz , Mark 11	9000	42000
7	Toyota Prado, land cruiser	12000	45000
8	Mini bus	6500	34400

5. (b) Assume you are guiding tourist interested in bird watching, discuss various was you can identify different types of birds to meet their expectations **(4marks)**

5. (c)As a tourist, why would you prefer a packaged tour than any other alternative available **(10 marks)**

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