



COLLEGE

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT

CHTM 0014: INTRODUCTION TO TRAVEL & TOUR OPERATIONS

STREAM: CERT (HOSPITALITY & TOURISM MGT) Y1S1 TIME: 2 HOURS

DAY/DATE: THURSDAY 4/8/2011

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

Cheating is not allowed.
Switch off your mobile phones.

SECTION A (ANSWER ALL QUESTIONS) 30 MARKS

- Q.1 Define the following terms:
- (a) Tour operations [2 marks]
 - (b) Tour operator [2 marks]
 - (c) Tour guide [2 marks]
 - (d) Inclusive tour [2 marks]
- Q.2 Describe the roles of the tour agency business. [6 marks]
- Q.3 Describe the tourism system, with an aid of a diagram where appropriate. [4 marks]
- Q.4 Highlight the factors contributing to the growth of travel. [6 marks]
- Q.5 Describe the roles of a tour guide. [6 marks]

SECTION B (ANSWER ONLY TWO QUESTIONS IN THIS SECTION) 40 MARKS

Q.6 Discuss the roles of the following principals in travel

(a) Airlines [5 marks]

(b) Hotels and Restaurant operators [5 marks]

(c) The government [5 marks]

(d) The local community [5 marks]

Q.7 Discuss travel in development in various tourism circuits of Kenya. [20 marks]

Q.8 Explain the 'pull factors' and 'push factors' which influence the demand of travel.
[20 marks]
