



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM M07)

TOUR AND TRAVEL ADMINISTRATION

FINAL EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

SECTION A (Answer **ALL** questions)

- Q.1 (a) Differentiate between the following terms used in tourism studies.
- (i) Tour costing and tour pricing. (4 marks)
 - (ii) Invoice and Voucher (4 marks)
 - (iii) Morals and ethics (4 marks)
 - (iv) Law and Policy (4 marks)
- (b) Describe **FOUR** common tourist group behaviours basing on group psychology. (8 marks)
- (c) State **FOUR** ways in which the cost of tour may be reduced by tour planners. (4 marks)
- (d) Give **TWO** examples of:
- (i) Fixed costs in tour planning. (1 mark)
 - (ii) Variable costs in tour planning (1 mark)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 Analyze the aspects of the Wildlife Conservation Act (WCA) Cap 376 of the laws of Kenya, concerning tourism and protected areas. (20 marks)
- Q.3 Discuss the financial and legal requirements to be fulfilled before an investors starts a tour firm. (20 marks)
- Q.4 (a) Describe **FIVE** types of files kept in travel and tour offices. (10 marks)
- (b) Outline the problems encountered by inbound tour operators in handling tourist arrivals. (10 marks)
- Q.5 Explain both the challenges and the opportunities for future development of international tourism basing your explanation on prevailing and forecasted conditions. (20 marks)