



# **MAASAI MARA UNIVERSITY**

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

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

**COURSE CODE: NDTW 141**

**COURSE TITLE: TRAVEL MANAGEMENT**

**DATE: 15.4.2019**

**TIME: 2.30- 4.30PM**

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**INSTRUCTIONS TO CANDIDATES**

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

**SECTION A: ANSWER ALL QUESTIONS (30MKS)**

1. a) What do you understand by the term travel agency? (1mrk)  
b) Highlight the main components of travel services (4mrks)
2. Outline the differences between a travel agent and tour operator  
(5mrks)
3. What is a tour package? (1mrk)  
Explain four different types of tour packages (4mrks)
4. Explain factors that necessitate the presence of ground tour operators in any tourism destination (5mrks)
5. Highlight and explain critical leadership skills of the travel industry personnel (5mrks)
6. Explain the functions of travel agents (5mrks)

**SECTION B: ANSWER ANY TWO QUESTIONS (40MKS)**

7. a) Travel law is complicated for a variety of reasons. Discuss.  
(10mrks)  
b) Explain the basic factors that travel agents have to consider while preparing an itinerary. (10mrks)
8. Discuss trends and contemporary issues affecting tourism and travel industry in 21<sup>st</sup> Century. (20mrks)
9. Tour safety, security guidelines and health issues is a major concern in travel and tourism industry. Discuss the responsibility of travel exploration companies in a quest to ensure their travelling employees and tourists concerns is well taken care of (20mrks)

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