



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES & AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 130

**COURSE TITLE: INTRODUCTION TO TOUR
OPERATIONS MANAGEMENT.**

DATE: 15/12/2023

TIME: 0830-1030 HRS

Instructions:

Answer ALL questions in section A and any other TWO in section B.

SECTION A

1. Define the following terms as used in the field of tourism citing relevant examples

(10marks)

- a) Tourism according to UNWTO
- b) Tourist carrying capacity
- c) Excursion
- d) Itinerary
- e) Mass tourism

2. Differentiate between the following (5marks)

I. Scheduled flight and chartered flight

II. Inbound and outbound tour operators

3. Highlight the characteristics of tourism products (5 marks)

4. Discuss 5 elements of tourism (5marks)

5. What are the advantages of car rentals in facilitation to travel development in the tourism industry? (5 marks)

SECTION B

5. Explore and discuss the most common challenges facing circuit tourism initiatives in Kenya. **(20 marks)**

7. a. Discuss the principles and ethics of tour guiding. **(12 marks)**

b. What are the current trends in the development of tours and travel operations.

(8 marks)

8. Assume that you are a director of a tour company and you receive a letter of complaint from a loyal customer concerning mistreatments during their family visit. What are the professional steps that you can use to solve the problem as well as ensure the customer satisfaction? **(20marks)**

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