



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR, FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
BACHELOR OF TOURISM MANAGEMENT**

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

**DATE: 3<sup>RD</sup> DECEMBER, 2018**

**TIME: 0830 - 1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** (compulsory) and any other **THREE** questions.

*This paper consists of 2 printed pages. Please turn over.*

**SECTION A: (25 MARKS)**

- 1 a) Highlight **five (5)** roles of Kenya Association of Tour Operators. **(5 Marks)**
- b) Identify **five (5)** emerging trends in travel industry. **(5Marks)**
- c) Explain the various types of tour-packages. **(5 Marks)**
- d) Highlight **five (5)** challenges faced by tour operators.**(5Marks)**
- e) Outline **five (5)** reasons for segmenting a tourism market. **(5Marks)**

**SECTION B: (45 MARKS)**

- 2 a) You have been appointed as a tour consultant to carry out market segmentation for an existing tour firm. Analyze the steps you will follow in segmentation process. **(7Marks)**
- b) With relevant examples, explain basic criteria for successful travel and tourism market segmentation. **(8 Marks)**
- 3 a) Discuss legal bases for consumer claims against suppliers of tourism services. **(8 Marks)**
- b) As a tour operator, explain **seven (7)** factors you should consider while booking accommodation facility to tour participants. **(7 Marks)**
- 4 a) With the aid of a diagram, discuss stages of tourism product life cycle. **(8 Marks)**
- b) Outline **seven (7)** roles of International Air Transport Association in travel industry. **(7 Marks)**
- 5 a) Discuss the influence of Information Communication Technology in travel agency operations. **(7 Marks)**
- b) Highlight the various guidelines you should consider in developing tour itineraries. **(8 Marks)**

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