



# **MAASAI MARA UNIVERSITY**

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

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

**COURSE CODE: NDTW 120**

**COURSE TITLE: INTRODUCTION TO TRAVEL  
AND TOURISM OPERATIONS**

**DATE: 20<sup>TH</sup> AUGUST, 2019**

**TIME: 1100 – 1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

1.

**a.) Differentiate;**

i. Charter flights and scheduled flights. **(6 marks)**

**b.)** From the tourism system perspective accommodation is basically categorized under four different headings. Namely? **(4 Marks)**

**c.)** Tour operators have long enjoyed a dominant position within the travel and tourism industry, however, they currently face a number of challenges. Discuss these challenges. **(5 Marks)**

**d.)** Describe the travel and tourism industry in Kenya? **(5 Marks)**

**e.)** What is the 'product' of the travel and tourism industry? **(5 Marks)**

**2.** Discuss the different categories of businesses or organisations within the travel and tourism industry and how the sectors are related.

**(15 marks)**

**3.** Discuss Elements of the transport system in Travel Operations.

**(15 marks)**

**4.** Discuss the stages of developing a Tourist attraction. **(15 marks)**

**5.** Attractions, often referred to as either tourist attractions or visitor attractions, are a fundamental element of the travel and tourism system.

Discuss. **(15 Marks)**

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