

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN
HOSPITALITY AND TOURISM MANAGEMENT**

CHTM 00103: TOURS AND TRAVEL OPERATION

STREAMS: CHTM Y1S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer all questions in section A and any other two in section B

Do not write anything on the question paper

SECTION A (30 MARKS)

1. Define the following terms; tour administration, tour and tour retailing. [6 marks]
2. Briefly explain THREE factors affecting tourism transport system. [6 marks]
3. Briefly explain THREE roles of consumers in tour distribution process. [6 marks]
4. Briefly explain THREE roles of KATO organization in management of tour operations in Kenya. [6 marks]
5. Highlight SIX hotel chains in Kenya. [6 marks]

SECTION B (40 MARKS)

6. Explain the roles of the following organization and institutions used in the management of travel industry.
 - (a) World travel and tourism council [5 marks]
 - (b) United federation of travel agent association [5 marks]

- (c) International Civil Aviation Organization [5 marks]
- (d) International Air Travel Association [5 marks]
7. (a) Discuss the importance of internet distribution in travel distribution system. [10 marks]
- (b) Explain FIVE methods that can be utilized in reserving a cultural tour. [10 marks]
8. (a) Explain FIVE factors that makes it impossible for developing countries to develop airline transport industry. [10 marks]
- (b) Discuss why transport is essential in tourism industry. [10 marks]
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