

Name: _____ Index No. _____ easytv.com

2912/203
TOUR OPERATIONS
November 2015
Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN TOURISM MANAGEMENT
MODULE II**

TOUR OPERATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

Maximum marks for each part of a question are as shown.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Identify **five** reasons why tourists visiting Kenya choose escorted tours over independent travel. (10 marks)
- (b) Hotels use different categories of rates while billing their clients for room services. Explain **five** such categories. (10 marks)
2. (a) Discuss **five** factors that may determine cruise tour fares. (10 marks)
- (b) Explain **five** reasons that may account for the popularity of the South Western touristic circuit of Kenya. (10 marks)
3. (a) Car rentals are popular with domestic tourists in Kenya. Outline **five** clauses that should be included in a car rental agreement. (10 marks)
- (b) Accurate rate quote and secure reservation are important for any pre-arranged tour. Explain **five** type of details required for such a tour. (10 marks)
4. (a) While visiting a wildlife conservation area, the tourist should be provided with certain information about the site. Outline **five** standard information that a guide can give the tourists about such a site. (10 marks)
- (b) Wasike a tour operator is to advise some walk-in tourists intending to undertake a package tour in Kenya. Outline the factors that he needs to consider when assisting them to select the tour package. (10 marks)
5. (a) Tour operators issue tourists with hotel vouchers to enable them use hotel services reserved for them. Outline the basic information that is found in such a document. (10 marks)
- (b) Explain the various sources of income for a tour operation enterprise. (10 marks)
6. (a) Outline **six** challenges that should be considered when designing tour packages for a new tourist destination. (12 marks)
- (b) Explain **four** standard elements that are used in renting a car. (8 marks)
7. (a) Explain the kind of information that may be required when booking a cruise tour. (10 marks)
- (b) When negotiating with hotels, tour operators should table their exact requirements that are likely to determine the delivery of the service. Outline **five** such requirements. (10 marks)