

2912/203  
TOUR OPERATIONS  
November 2022  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
DIPLOMA IN TOURISM MANAGEMENT

MODULE II

TOUR OPERATIONS

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
All questions carry equal marks.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

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

1. (a) Outline **four** benefits that may accrue to tourists undertaking group tours. (8 marks)
- (b) Explain **six** challenges of using online reservations in a tour firm. (12 marks)
2. (a) Suggest **five** strategies that may be adopted to make the western tourist circuit more popular among tourists. (10 marks)
- (b) Explain **five** challenges that are likely to be faced by drivers of car hire companies in their operations. (10 marks)
3. (a) Describe **five** types of accommodation facilities that may be used by tourists. (10 marks)
- (b) Explain **five** challenges faced in managing the Nairobi National Park as a conservation area in the city. (10 marks)
4. (a) Outline **five** benefits of the newly established standard gauge railway to the tour operations sector in Kenya. (10 marks)
- (b) Describe **five** characteristics of an eco-lodge as an accommodation facility. (10 marks)
5. (a) Outline **five** types of services that can be reserved for tourists by a tour operator. (10 marks)
- (b) Explain **five** measures that are likely to be adopted to cope with contagious pandemics by tour operations. (10 marks)
6. (a) Describe **five** activities that are likely to be undertaken by tourists visiting the Rift Valley lakes. (10 marks)
- (b) Explain **five** factors that determine tariffs in accommodation facilities. (10 marks)
7. (a) Explain **five** reasons why river transport is less developed for tourism in Kenya. (10 marks)
- (b) Outline **five** ways in which guest registration details may be useful in hotel operations. (10 marks)

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