

2912/203

TOUR OPERATIONS

July 2019

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 the pages are printed as indicated and that no questions are missing.

1. (a) Explain **five** roles played by a tour leader in a destination. (10 marks)
- (b) Explain **five** reasons why the Rift Valley tourist circuit is popular with international tourists. (10 marks)
2. (a) Outline **four** features of a special campsite. (8 marks)
- (b) Explain **six** activities that are carried out by an airport representative. (12 marks)
3. (a) Explain **five** reasons why it is important to fill a hotel reservation form for a potential guest. (10 marks)
- (b) Explain the **five** components of an all inclusive tour. (10 marks)
4. (a) Outline **five** conditions under which a car hire company would release a vehicle to a tourist in a destination. (10 marks)
- (b) Explain **five** factors that determine the cost of transport for a tour. (10 marks)
5. (a) Outline **five** recreational services that may be offered to tourists at accommodation facilities. (10 marks)
- (b) Explain **five** tourist activities that can be undertaken in the South Western circuit of Kenya. (10 marks)
6. (a) Outline **five** features that are associated with motel accommodation facilities. (10 marks)-
- (b) Suggest **five** reasons why tourists may opt to travel between Nairobi and Mombasa using the Standard Gauge Railway. (10 marks) -
7. (a) Explain **five** factors that may influence a client's choice of accommodation. (10 marks)-
- (b) Explain **five** reasons why an accommodation facility may cancel a booking by a guest. (10 marks)

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