

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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