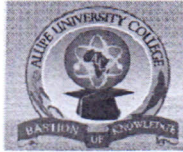


STH 113



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ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF HOTEL AND
HOSPITALITY MANAGEMENT**

COURSE CODE: STH 113

**COURSE TITLE: INTRODUCTIONS TO TRAVEL AND TOURS
OPERATION**

DATE: 17/12/2018

TIME: 2.00-5.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE



THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

STH 113 INTRODUCTIONS TO TRAVEL AND TOURS OPERATION

STREAM: SBE (HOSP)

DURATION: 3HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

Question One

- a) Define the following terms
 - i) Travel agency (2 Marks)
 - ii) Tour operator (2 Marks)
 - iii) Outline three types of travel agencies and in each case explain their roles (6 Marks)
- b) Discuss the roles and responsibilities of a large travel agent. (10 Marks)
- c) Briefly narrate the contribution of Thomas Cook in the tours and travel business (10 Marks)

Question Two

- a) Elaborate on the meaning of a travel agent and briefly discuss their functions. (10 Marks)
- b) Identify and explain in details the points to consider when setting up a travel agency. (10 Marks)

Question Three

- a) Elaborate on the different types of linkages that a travel agency needs to connect within order for the business to remain profitable (10 Marks)
- b) Discuss the functions of a tour operator (10 Marks)

Question Four

- a) Discuss five (5) types of tours that a tourist can engage in (10 Marks)
- a) Elaborate on the reasons why people take tours. (10 Marks)

Question Five

Security has become a major concern world over. Discuss some of the ways that you can keep safe before and while traveling to a foreign land. (10 Marks)

