



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN  
HOSPITALITY MANAGEMENT**

TO-OS-TM-CR-01-6 – TOUR PACKAGE DEVELOPMENT

DURATION: 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a) Outline four types of Fauna found in East Africa. (4 marks)
- b) State four types of Flora found in East Africa. (4 marks)
- c) List four attractions in Nanyuki. (4 marks)
- d) State four facilities in Nairobi. (4 marks)
- e) Outline four requirements of licensing tour operators. (4 marks)
- f) State four requirements for licensing of driver guides. (4 marks)
- g) Outline three types of tour packages. (3 marks)
- h) State four types of customer profiles (4 marks)
- i) List four categories of terms and conditions. (4 marks)
- j) State three aspects of a tour proposal. (3 marks)
- k) List two feedback gathering mechanisms. (2 marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a) Explain five principles of tourism. (10 marks)
- b) Explain five ways in which history and culture contribute to tourism. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a) Explain five elements of a valid contract. (10 marks)
- b) Analyse five ways of value addition in tourism. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Explain five performance indicators in tourism. (10 marks)
- b) Explain five components of a tour package. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Elaborate five considerations during negotiations between a tour company and suppliers. (10 marks)
- b) Explain five benefits of improving tourism in a country. (10 marks)