GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE CODE: BSTT 301

COURSE TITLE: TOUR OPERATIONS MANAGEMENT

DATE: 10 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

Bonfire Adventures tour company is planning a 3-day / 2-night cultural and wildlife tour for a group of 20 international tourists visiting Nairobi and Maasai Mara. The tour operator uses the per-activity costing method to determine the total tour cost and the selling price.

The following cost details are provided:

Day 1: Nairobi City Tour

- Transport (tour van hire): KES 12,000
- Fuel and driver allowance: KES 6,000
- City attraction entrance fees: KES 1,500 per person
- Tour guide fee: KES 8,000

Day 2: Maasai Mara Game Drive

- Transport (4×4 safari vehicle): KES 25,000
- Fuel and park access logistics: KES 10,000
- Maasai Mara park entry fee: KES 6,000 per person
- Professional guide fee: KES 12,000

Day 3: Cultural Village Visit

- Cultural village entry and activities: KES 2,000 per person
- Transport and logistics: KES 8,000
- Guide services: KES 5,000

Additional costs:

- Accommodation (2 nights): KES 7,500 per person per night
- Meals (full board): KES 4,000 per person per day
- Company overheads allocated to the tour: KES 30,000

The tour operator wishes to add a 25% profit margin on the total cost.

Required:

a) Calculate the total cost of each activity using the per-activity costing method

[8 Marks]

b) Determine the total cost of the tour for the group **[4 Marks]**

c) Calculate the cost per tourist **[4 Marks]**

d) Determine the final selling price per tourist after adding the profit margin **[4 Marks]**

e) Explain **five** factors that Bonfire Adventures should consider when designing an itinerary for the tour **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) Describe **five** risks associated with tour operations at the planning stages. **[10 Marks]**

b) Explain five measures tour operators can put in place to enhance safety and manage emergencies during tours. **[10Marks]**

Question three

a) Discuss **five** legal and regulatory obligations that tour operators in Kenya must comply with. **[10 Marks]**

b) A tour operator is planning to introduce an eco-tourism package along the Kenyan Coast. Explain **five** sustainability practices that should be incorporated into the package **[10 Marks]**

Question Four

a) Explain **five** elements that should be included when preparing a domestic tour itinerary for a 5-day cultural tour in Kenya **[10 Marks]**

b) A client requests a customized luxury safari package. Explain **five** factors that influence the pricing decision of the package **[10 Marks]**

Question five

a) A tour company has adopted an online booking system. Explain **five** ways technology improves efficiency in tour operations management. **[10 Marks]**

b) A tour guide has been assigned to lead a 6-day wildlife safari. Discuss **five** areas that should be covered during the pre-departure briefing to ensure quality service delivery. **[10 Marks]**