INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 2/SEMESTER 1
COURSE CODE: BTHM 2101
NAME: TOUR OPERATIONS AND MANAGEMENT

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Answer all one question

Question 1:

1. Treasure Tours is a regional tour operator based in Kampala,Uganda. The company recently launched a 6-day “Murchison Discovery Experience” package designed to attract both domestic and international tourists. The tour includes visits to the top of the falls viewpoint,bottom of the falls boat cruise,Wildlife Viewing and Game Drives,Bird Watching,Nature Walks and Hiking and cultural experiences with local communities and conservation centers.Although the tour has received positive reviews for its scenic attractions and friendly guides, customer feedback has highlighted several challenges: some participants found the road journey long and tiring, others were dissatisfied with the inconsistent hotel standards in smaller towns, and a few noted that there were limited dining and entertainment options in the evenings. Despite these issues, the tour continues to attract Eco-conscious travelers seeking an authentic of the Murchison Discovery Experience

Question:
Using the 5 A’s of tourism products (Attraction, Accessibility, Accommodation, Amenities, and Activities) as an analytical framework, critically evaluate the Murchison Discovery Experience offered by Treasure Tours.

In your answer:

i. Identify and assess the key strengths and weaknesses of the product under each of the 5 A’s.

ii. Discuss how the interaction among the 5 A’s affects the overall tourist experience.

iii. Recommend practical strategies that Treasure Tours could implement to enhance customer satisfaction and market competitiveness

Question 2:

1. In the early 19th century, leisure travel was largely reserved for the wealthy elite, as transportation was expensive, uncoordinated, and limited in comfort. In 1841, a Baptist minister named Thomas Cook from Leicester, England, organized a rail excursion for 570 temperance supporters from Leicester to Loughborough at a cost of one shilling per person. This simple idea marked the beginning of organized group travel.Over the following decades, Thomas Cook expanded his services by arranging inclusive tours that combined rail, accommodation, meals, and sightseeing into one fixed price—a concept that transformed travel into a structured, affordable experience. By the 1860s, his company was organizing trips across Europe, Egypt, and the Holy Land, and by the late 19th century, Thomas Cook & Son had become a global brand symbolizing reliability and adventure.Thomas Cook's innovations—such as the travel voucher, circular tickets, and guided tours—laid the foundation for the modern tourism industry. His focus on safety, coordination, and affordability helped democratize travel and establish key tourism principles that are still evident in tour operations today.

Question:
Drawing from the above case, critically analyze the historical contribution of Thomas Cook to the development of the modern travel and tourism industry.

In your answer

i. Describe the social and economic conditions that influenced Thomas Cook's entry into the travel business.

ii. Explain the innovations introduced by Thomas Cook and how they shaped early organized travel.

iii. Discuss how Thomas Cook's model reflected the early forms of the 5 A's of tourism (Attraction, Accessibility, Accommodation, Amenities, Activities).

iv. Assess the long-term significance of Thomas Cook's contributions to today's global tourism industry.

SECTION B

Answer any three questions

Question 1:

Describe the historical background that led to the emergence of Thomas Cook as a pioneer in organized travel during the 19th century.
(10 marks)

b) Explain the major contributions of Thomas Cook to the development of early travel and tourism.
(10 marks)

Question 2:

a) Explain the role of rail transport in the economic development of Uganda.
(10 marks)

b) Discuss the challenges affecting the operation and growth of rail transport in Uganda.
(10 marks)

Question 3:

a) Discuss the factors that should be considered when designing a tourism product to meet market demand.
(10 marks)

b) Explain the role of market research in developing a successful tourism product.(10 marks)

Question 4:

a)What factors should be considered when selecting destinations and attractions for a package?

b) What is the role of suppliers (e.g. airlines, hotels) in creating a holiday package?

Question 5:

What factors should be considered when choosing distribution

channels for selling holiday packages?

Question 6:

Why is packaging of products and services important in the tourism industry?

Question 7:

a) Explain the importance of personal hygiene and grooming for a tour escort.
(10 marks)

b) Describe the key elements of personal grooming that a tour escort should maintain during a tour.
(10 marks)

Question 8:

Explain the significance of maintaining a professional code of conduct while managing a tour.

Question 9:

a) Identify and discuss the common types of emergencies that a tour escort may encounter during a tour.(10 marks)

b) Explain the importance of handling emergencies effectively for a tour escort or guide.
(10 marks)

Question 10:

Define adventure holidays and explain the key characteristics that distinguish them from other types of tourism.(20 marks)

Question 11:

Explain the advantage and disadvantages of short haul tourism products for both tourists and tour operators. (20 marks)

Question 12:

Describe how short-haul tourism product perform compared to long-haul tourism products. (20 marks)