

**101506T4TTM**  
**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**  
**TO/OS/TM/CR/02/6/A**  
**DEVELOP TRAVEL PACKAGE**  
**July/Aug 2023**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**WRITTEN ASSESSMENT**

**TIME: 3 HOURS**

**Instructions to the candidate**

1. This paper has three sections **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

**This paper consists of THREE (3) printed pages**

**Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing**

**SECTION A (40Marks)**

**Answer all questions in this section.**

1. As a newly employed tour consultant of Travel and Tours Company, highlight **five** functions you are likely to perform in the company. (5marks)
2. For any traveler to be able to travel to various destinations with ease, they must have the relevant documents. Outline **four** travel documents that a Travel agent will advise travelers to have before traveling to any destination. (4marks)
3. Identify **three** Travel suppliers that Travel Agents are likely to work with when preparing a tour itinerary. (3marks)
4. As a professional Travel Agent, outline **five** basic guidelines you would follow while preparing for a tour itinerary. (5marks)
5. Identify **Three** Modes of transport that a tourist can choose when planning to travel to a tour destination. (3marks)
6. It is important for every Travel Agent to have well-laid procedures on how payments for Tour and Travel products are made. Outline **five** modes of payment that customers can use to pay for travel products. (5marks)
7. Differentiate between the following types of travel itineraries. (4marks)
  - a) One Way and Round the World Trip
  - b) Open Jaw and Return Trip
8. Obtaining feedback is important for any Travel and Tour company. List **Four** feedback mechanisms that a travel agency can use to collect feedback from its customers. (4marks)
9. As a newly established Travel Agency, Outline **Three** GDS (Global Distribution Systems) you would recommend to be used when booking flights and accommodation services for clients. (3 marks).
10. As a Travel expert suggest **two** methods that a newly established Travel Company can use to contact customers. (2marks)
11. As a professional Travel consultant suggest **two** classes of travel that you can book for your client who will wish to use a flight. (2marks)

**SECTION B (60MARKS)**

**Attempt any Three Questions**

12. A customer profile can help you to learn more about your ideal customer, who they are, and what they do.
- a) Describe **four** types of customer profiling. (8marks)
  - b) Explain **six** reasons why customer profiles are important in Travel and Tours operations. (12marks)
13. A well-trained Travel professional should be aware of the arrival and departure procedures at the Airports.
- a) Discuss arrival and departure procedures that a traveler undergoes at the Airport. (10marks)
  - b) Discuss **five** types of information you would include in your brief while receiving visitors at the airport. (10marks)
14. One of the most important functions of a Travel Agent is to Cost and Price tours.
- a) Describe **five** components of a Travel Cost. (10marks)
  - b) Explain the **five** types of pricing strategies that a Travel Agent can use while pricing the Travel Package. (10marks)
15. While preparing a Travel Contract, one of the key elements that should be included in the contract is the Terms and Conditions.
- a) Outline **eight** key pieces of information that should be included in the Terms and Conditions of the Travel package. (8marks)
  - b) Travel package reports can provide valuable insights and information about the performance and customer satisfaction of your travel packages. Elaborate **six** elements of a Travel Package report. (12marks)