

101505T4TTM
TOUR AND TRAVEL CONSULTANT 5
TO/OS/TM/CR/01/5/A
DEVELOP TRAVEL PACKAGE
July /Aug 2023



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

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has three sections **A**, **B** and **C**.
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 SEVEN (7) printed pages
Candidates should check the question paper to ascertain that all
pages are printed as indicated and that no questions

SECTION A: (20 MARKS)

Answer all questions in this section.

Each question carries one Mark.

1. What is a travel itinerary (1 mark)
 - A. It is a type of travel use by tourist
 - B. Source of information on destination/attraction area
 - C. A schedule of events relating to planned travel
 - D. is a document carried by tourist for reservation

2. A travel package can be defined as; (1 mark)
 - A. Is a combination of t travel services
 - B. Source of information on destination/attraction area
 - C. a schedule of events relating to planned travel
 - D. is a document carried by tourist for reservation

- 3.The Term CRS refers to; (1mark)
 - A. Computer Reservation system
 - B. Customer Reservation system
 - C. Consumer Reservation system
 - D. Computer Reservation software.

4. Which of the following is considered a reservation document (1 mark)
 - A. Passport
 - B. Academic certificates
 - C. Title deed
 - D. Lock book

5. The following information is obtained from tourists upon arrival at the hotel; (1mark)
 - A. Level of education
 - B. Demographics
 - C. Wealth status
 - D. Race

6. The major landmasses of the world are referred to as;
- A. Countries
 - B. Regions
 - C. States
 - D. Continent
7. Which one of the following is not considered as a Travel and Tour component?
(1mark)
- A. Meeting
 - B. Transport
 - C. Attractions
 - D. Entertainment
8. -----is the least factor to consider when developing a travel package.
(1 Mark)
- A. The price of the package
 - B. The duration of the trip
 - C. The inclusion of popular tourist attraction
 - D. The impact of the local community on the environment
9.is a type of tour itinerary in which a client specifies what he or she wants to do during the tour?
(1mark)
- A. Customized
 - B. Standardized
 - C. Individual
 - D. Group
10. Which of the following can be used as a feedback mechanism by Travel agents.
(1 mark)
- A. Newsletters
 - B. Website review sites
 - C. Circulars
 - D. Guide books

11. Destination geography is regarded as the study of: (1 mark)

- A. Destinations
- B. Tourist attractions
- C. All properties and characteristics of a location that influences travel
- D. Geographical features.

12. Which of the following services is offered by a travel agent to tourist/clients.

(1mark)

- A. Driving
- B. Flight Reservations
- C. Cooking
- D. Banking

13. Which one of the following is a customer tour requirement? (1 mark)

- A. Budget Preferences
- B. Computer
- C. Table
- D. Chair

14. is a means of transport least used for tourist travel (1 mark)

- A. Train
- B. Submarine
- C. Air
- D. Car

15. Which one of the following is a type of Flight travel itinerary (1 mark)

- A. Customized Itinerary
- B. Open Jaw Flight Itinerary
- C. Transport Itinerary
- D. One way Itinerary

16. Which of the following information is included in a customer profile; (1mark)

- A. Health Status
- B. Budget
- C. Passport information
- D. Pain points

17. The Abbreviations UNWTTC stand for; (1mark)

- A. United Nations World Trade and Tourism Council
- B. United Nations World Tourism and Transport Council
- C. United Nations World Tourist Transfer Council
- D. United Nations World Travel and Tourism Council

18. Which of the following information is NOT found on a guest registration card.

(1mark)

- A. Vehicle registration number
- B. Bank details
- C. Guest demography
- D. Passport details

19. Planning travel itineraries is an essential function for a professional travel agent and is an effective way to gain; (1mark)

- A. Customer Trust
- B. Profit
- C. Popularity
- D. A good name

20. Formalities undertaken by a passenger at the airport before departure are referred to as;

(1mark)

- A. Check out
- B. Check in procedures.
- C. Reservations
- D. Security checks

SECTION B (40MARKS)

Answer all questions in this section

21. Planning a complete Travel Package require adequate product knowledge skills, imagination and experience, explain **four** important factors to be considered in itinerary planning process. (4marks)
22. Outline **five** elements/components likely to be found in a Travel Agency's terms and conditions. (5marks)
23. A Travel package should contain all the components of the Tour, List **four** items that should be included when costing a tour. (4marks)
24. Tour file is opened for a group or individual clients showing detailed information on the clients and the tour arranged for them. Explain **five** items to be included in a tour file. (5marks)
25. Travel companies offer various tour and travel services. Highlight **Four** common services reserved in a Travel and Tour company (4marks)
26. Tour packages have grown in popularity among travelers in different destinations globally give **Four** factors that may account for this trend. (4marks)
27. At the end of the tour, one will write reports of each and every tour which will cover the entire tour. Highlight **Five** factors to be include when writing a Travel report. (5marks)
28. List **Four** methods that can be used by potential travelers to book for a holiday. (4marks)
29. Highlight Three attributes of a Travel Consultant (3marks)
30. State **two** causes of complains by travel agency employees. (2marks)

SECTION C. (40MARKS)

Answer any two questions in this section

31. One of the most important functions of a tour operator is to prepare tour costing and pricing of package tours.
- a) Explain the **five** pricing strategies that a Travel Agent can use while pricing the Travel Package. (10marks)
 - b) Analyze **five** Travel accounting documents found in a Travel Agency. (10marks)
32. Top-performing companies understand the critical role that customer feedback plays in business.
- a) Outline **five** mechanisms that a travel agency can use to collect feedback from his or her customers. (10marks)
 - b) Explain **Five** Reasons why customer feedback is essential in your Travel and Tours Business. (10marks)
33. Transport plays a very important role in the tourism industry. It is actually the link between the home, destination, and accommodation, attractions, which are considered as the main elements of a journey.
- a) Explain **five** roles that transport plays in Travel and Tourism. (10marks)
 - b) Discuss **five** factors that determine tourist's choice of transport. (10marks)