

101506T4TTM

TOUR AND TRAVEL MANAGEMENT LEVEL 6

TO/OS/TM/CR/04/6/A

MANAGE TRAVEL SERVICE DELIVERY

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 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 FIVE (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 (40 marks)

Answer ALL questions from this section

1. Travel industry provides services related to travel from one location to another. With the help of a travel agent. List **four** types of travel agents. (4marks)
2. A newly employed tour operator should have knowledge of contracts. State **three** reasons why a tour contract between the customer and the travel service provider can be canceled. (3marks)
3. The main role of travel agents is to plan for tours, outline **four** considerations made by a travel agent when planning for a tour to a destination. (4marks)
4. Customer feedback to tour operators is a major boost towards service delivery to its clients. List **five** methods that tour operators can use to collect feedback from clients. (5marks)
5. International and national travel bodies play a major role in the management of air transport and travel, State **four** roles of Kenya Civil Aviation Authority. (4marks)
6. You have been tasked to write a tour report by your manager, highlight **four** components you need to include in your report. (4marks)
7. International tourists are required to obtain travel insurance before starting their journey, identify **three** reasons for this scenario. (3marks)
8. It is an emerging trend that most tour companies prefer a cashless mode of payment from tourists. State **five** advantages of using a credit card to purchase services. (5marks)
9. Risks are likely to occur while executing tour activities by tour operators. Outline **five** travel-related risks that a tourist may encounter during a holiday. (5marks)
10. Social media is overtaking traditional media in marketing and promoting tourism products and services. State **three** reasons why social media is preferred for communication in the travel sector today. (3marks)

SECTION B (60marks)

Answer any THREE questions from this section

11. You have been appointed as a reservation manager of Kibra travel agencies.

- a) Explain **five** advantages of adopting the use of a computerized reservations system in your operations. (10marks)
- b) Describe **five** considerations that you will make when booking a hotel for a tourist in your country. (10marks)

12. The East African region has been attracting many visitors from Europe thus making tour managers provide travel services for this market.

- a) Explain **five** types of problems that are faced by travelers from Europe while visiting tropical destinations such as East Africa. (10marks)
- b) Describe **five** ways in which a tour manager prepares the tour drivers to deal with travel-related challenges during a tour in Kenya. (10marks)

13. Mr. Juma has been appointed the tour manager of Doll Safaris tour company limited in charge of travel logistics.

- a) Explain **five** components that he would include in a comprehensive travel itinerary for a holidaymaker. (10 marks)
- b) Describe **five** sources of information from which he would use to design new itineraries for the tour firm. (10 marks)

14. Every tour company has a goal of making a profit through the sale of packages, this can be achieved by aligning all financial policies to the required standard as per the company's Standard Operating Procedures.

- a) Explain **five** disadvantages of using cash for paying for tour packages. (10 marks)
- b) Describe **five** reasons why a tour manager should ensure that Travel accounting documents are properly kept in a tour office. (10 marks)