

101506T4TTM

TOURISM AND TRAVEL MANAGER LEVEL 6

TO/OS/TM/CR/07/6/A

MANAGE TOUR AND TRAVEL PRODUCT QUALITY

July/August 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 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 in this section

1. Outline **four** components of tourism products sold by Tour Company. (4marks)
2. Identify **three** quality control tools used by tour companies to measure quality and standards of tourism products. (3marks)
3. State **five** challenges that are likely to be encountered during service delivery by tour and travel agencies. (5marks)
4. Identify **five** ways in which tourist can lodge their complaints to the management of a modern tour company. (5marks)
5. Highlight **four** types of natural tourism products in Kenya. (4marks)
6. Outline **four** unique characteristics of tourism products. (4marks)
7. Identify **five** reasons why Quality assurance department has to continuously conduct monitoring and evaluation of tourism products and services in a tour company. (5marks)
8. Highlight **five** risks faced by tour companies who do not have business and operations reports records. (5marks)
9. Identify **five** strategies that can be used by tour companies to control challenges of high staff turnover. (5marks)

SECTION B (60 MARKS)

Answer any three questions in this section

10. The phrase ‘customer is always right’ is popular in service delivery.
- a) Regardless of the type of accommodation, Describe **five** important hotel features that customers consider before they purchase accommodation services. (10marks)
 - b) Explain **five** socio-cultural factors that affect the demand and supply of tourism products in a tour destination. (10marks)
11. In a marketing exhibition trade fair, Akothee Safaris made a colorful advert featuring its products and services. However, after a while, a lot of customers complained about their services and products.
- a) Explain **four** sources of complaints that may be as a result of the above scenario. (10marks)
 - b) Describe **five** Major stages in new product development that Akothee Safaris should incorporate while diversifying its tourism products. (10 marks)
12. Tours and travel companies have different stakeholders which plays various roles in tourism product development.
- a) Explain five roles played by the private sector in tourism product development.(10marks)
 - b) Evaluate **five** negative physical environmental impacts caused by domestic tourism in a destination (10marks)
13. You have been appointed as the service manager of Ketty Tours and travel company. Its performance has been declining for the last three years and you are to investigate the root cause of the poor performance.
- a) Describe **five** strategies that Ketty Tours can use to improve their performances as per the required industry standards. (10 marks)
 - b) Evaluate **five** determinants of service quality that Ketty Tours can use while delivering its service. (10 marks)