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TOURISM AND TRAVEL MANAGEMENT LEVEL 6
TO/CU/TM/CR/08/6
MANAGE TOUR OFFICE OPERATIONS
July/August 2024



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

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. This paper consists of two sections; **A** and **B**
2. Answer **ALL** the question as guided in each section
3. Marks for each question are as indicated in the brackets
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper

This paper consists of THREE (3) printed pages.

Candidate should check the paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (40 MARKS)

Answer all questions in this section:

1. Define the term staff performance feedback (2 marks)
2. Development of a strategic plan is an essential element of a tour operations office. Highlight **five** functions of a strategic plan in a tour office (5 marks)
3. Tour offices should always utilize their organizational resources effectively. List **two** types of organizational resources that are needed for operations in a tour office (2 marks)
4. Organization structure is one of the components that guides the operations in a tour office. Highlight **five** importance of an organization structure in a tour office (5 marks)
5. Reports in an organization offers numerous benefits. Identify **five** benefits of staff performance reports in a tour office (5 marks)
6. SWOT analysis is a very crucial tool that can be used in a tour office. State **five** benefits of using SWOT analysis in a tour office (5 marks)
7. Human resource policy is established by an organization to govern its employees' behavior, actions, and interactions within the workplace. Identify **five** major types of leaves that can be contained in the leave schedules section of a Human Resource Policy (5 marks)
8. Every progressive tour and travel company should always ensure there is effective training of their staff. State **five** importance of continuous on job training at a tour company. (5marks)
9. Tour organizations should always conduct staff capacity building. Outline **four** types of staff capacity building activities that can be practiced at a tour office (4marks)
10. Human resource policy should always have guidelines on employment separation issues. Identify **two** types of job separation issues that can occur at work place. (2marks)

SECTION B (60MARKS)
Attempt any three questions.

11 . For effective service delivery in a work place there has to be good discipline among staff of the company who should live in harmony. All organizations should make sure there are measures to handle any cause of alarm in regards to disciplinary issues.

- a) Examine **five** issues that might make a staff in a tour office to be regarded as indiscipline (10marks)
 - b) Explain **five** consequences that can be faced by an indisciplined staff in a tour office (10marks)
12. Staff welfare programmed should be developed and maintained based on human resource policy.
- a) Define the term staff welfare (2marks)
 - b) Explain **five** ways that can be used by a tour company to motivate their staff in order to boost their morale and job performance (10marks)
 - c) Elaborate **four** ways of compensating staff effectively in a tour office (8marks)
13. Strategic planning requires effective monitoring and evaluation to be carried out in a tour company.
- a) Evaluate **five** types of monitoring and evaluations strategies that can be practiced in a tour office (10marks)
 - b) Discuss **five** importance of monitoring and evaluation in a tour office (10marks)
14. Communication policy is developed based on organization vision and best practices. All tour companies should always aim at having a clear communication policy to guide their public relation operations with internal and external clients.
- a) Describe five elements that should be included in a communication policy of a tour office. (10marks)
 - b) Analyze **five** types of public relations activities that tour companies can carry out so to improve their image among internal and external customers (10marks)

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