

**101506T4TTM**  
**TOURISM AND TRAVEL MANAGEMENT**  
**TO/OS/TM/CR/09/6/A**  
**MANAGE TRAVEL OFFICE OPERATIONS**  
**July/August 2024.**



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

**WRITTEN ASSESSMENT**

**3 HOURS**

**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**

**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. A travel office must have proper organizational structure. Mention **three** components of a standard organization structure of a travel office. (3 marks)
2. There are various resources that can be found in a travel office. Identify **three** physical resources found in a travel office. (3 marks)
3. The location of a travel business is key to its productivity rate. List **four** considerations when choosing a location for travel business. (4 marks)
4. State **four** tasks performed by the customer care personnel in a travel office. (4 marks)
5. IATA (International Air Transport Association) is the official trade organization for the world's airlines. Outline **three** roles of IATA in the travel industry. (3 marks)
6. Travel office staff require continuous capacity building. Name **three** types of trainings that can be used to empower travel office staff. (3 marks)
7. Technological resource has been a key tool in shaping the business sector of Kenya. Mention **four** ways in which travel office operations utilize technology. (4 marks)
8. A strategic plan is a key document in any travel organization. Highlight **Four** elements found in a strategic plan. (4 marks)
9. Performance management in a travel company can be achieved through measuring performance. State **three** ways of measuring the performance of travel office operations. (3 marks)
10. Motivated staff are best performers. Highlight **four** ways in which forming a welfare can help motivate staff performance. (4 marks)
11. Feedback from customers is important in any travel company. Identify **two** ways you would use to get feedback on staff performance in a travel office. (2 marks)
12. Continuous and effective communication highly influences the operations of a travel office. State **three** modes of communication used in a travel office. (3 marks)

**SECTION B (60 marks)**

*Answer any THREE questions in this section*

13. For travel to be complete, there has to be involvement of several players.
- Identify **five** travel stakeholders and state their respective roles (10 marks)
  - Explain **five** challenges that travel operations would face if stakeholders would not link to work together. (10 marks)
14. After being hired by TK Adventures as their operations manager, you realize that their best performing tour guide has started appearing to work drunk and disorderly.
- Describe **five** corrective measures you would advise the disciplinary committee to take on him. (10 marks)
  - Discuss **five** ways in which staff disorderliness can affect the performance of a travel business. (10 marks)
15. The Human resource manager of your company has nominated you to become part of the recruitment and hiring committee. The company is opening up a new branch in Nakuru town and they would like to hire travel operations staff.
- Describe **five** criteria that you would suggest to the team to adopt while selecting the appropriate candidates (10 marks)
  - Describe **five** ways you would suggest to employees to embrace in preparation for their retirement. (10 marks)
16. The progress of an organization in all sectors is key to its performance and therefore requires regular checks.
- Explain **Five** measures you would put in place to measure and analyse progress of a travel company and its operations (10 marks)
  - Discuss **Five** benefits of performance management in a travel company (10 marks)

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