

**101505T4TTM**  
**TOUR AND TRAVEL CONSULTANT LEVEL 5**  
**TO/OS/TM/CR/03/5/A**  
**PARTICIPATE IN TOUR DELIVERY**  
**NOV/DEC 2023**



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

**WRITTEN ASSESSMENT**

**TIME: 3 HOURS**

**INSTRUCTIONS:**

- 1. Maximum marks for each question are indicated in brackets ( ).*
- 2. This paper consists of **three** sections: a, b, and c.*
- 3. Answer questions as per instructions in each section.*
- 4. You are provided with a separate answer booklet.*

*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 are missing*

## SECTION A (20 MARKS)

*Answer all questions in this section:*

1. Choose which one among the following is a distributor of travel products (1 mark)
  - A. Tourist
  - B. Tour guides
  - C. Tour operator
  - D. Standard Gauge Railway
2. The following are ancillary services in a tour package. Give the odd one out. (1mark)
  - A. Luggage transportation
  - B. Foreign exchange
  - C. Transfers
  - D. Theatre and event tickets
3. The popularity of package tours is accounted for by many factors. Identify one of the factors among the listed options below. (1mark)
  - A. Direct involvement by tourists
  - B. Convenience
  - C. Safety and security
  - D. Wide knowledge by tourists
4. An airside facility in an airport includes all the following except? (1mark)
  - A. Passenger terminals
  - B. Hangars
  - C. Customs office
  - D. Cargo facilities
5. A \_\_\_\_\_ is NOT a method used to reserve a hotel room. (1mark)
  - A. Personal visits
  - B. Telephone
  - C. Radio call
  - D. Email

6. Identify an item that is excluded when costing a tour. (1 mark)
- A. Transport cost
  - B. Medical cover cost
  - C. Accommodation cost
  - D. Attraction charges.
7. Airline companies have various services used to address the passenger needs en route to a given destination. Choose the odd one among the following services. (1mark)
- A. Chartered service
  - B. Schedule service
  - C. Couch air service
  - D. Air taxi services
8. Identify one item that is not a type of tour package. (1mark)
- A. Cultural tour
  - B. Escorted tour
  - C. Independent tour
  - D. Hosted tour
9. Ground operators provide all the following services in the tourism industry except? (1mark)
- A. Interpreters
  - B. Local cabs travel
  - C. Tour guides
  - D. Reservation clerks
10. Give one circumstance under which a traveler may be denied compensation while on holiday. (1Mark)
- A. Accidents
  - B. Cancellation by an airline
  - C. Loss of luggage
  - D. Pre-existing medical condition

11. The following are common complaints raised by guests in the housekeeping department of a hotel which one is NOT? (1 mark)
- A. Poor internet connectivity
  - B. Pests and parasites
  - C. Dirty linen
  - D. Rude waiters
12. Identify which among the following is NOT an attribute depicted by a tour operator. (1mark)
- A. Cheerful
  - B. Short temper
  - C. Honesty
  - D. Punctuality
13. Identify which among the following is NOT an attribute depicted by a tour operator. (1mark)
- A. Tour operators
  - B. Global distribution system
  - C. Airlines
  - D. Tour guide
14. There are various methods of monitoring progress among employees in the tour firm. Choose the method that is NOT used in a tour firm. (1mark)
- A. Reports
  - B. Appraisals
  - C. Assessment based on set targets
  - D. Supervision
15. Identify a component of capacity building for staff in a tour firm among the ones given below. (1mark)
- A. Apprenticeship
  - B. Paying salaries
  - C. Appraisal
  - D. Contracting

16. Below is method of internal communication, except? (1mark)
- A. Staff meeting
  - B. Memos
  - C. Stakeholder engagements
  - D. Fax
17. The following are the methods used to motivate employees in a travel agency except (1Mark)
- A. Incentives
  - B. Pay rise
  - C. Transfers
  - D. Promotion
18. Which among the following is NOT a travel document (1 mark)
- A. Passport
  - B. Visa
  - C. Personal File number
  - D. Identity card
19. Choose which one among the following is a type of travel agency (1 mark)
- A. Online adventure
  - B. Dependent ventures
  - C. Hosted ventures
  - D. Somak Safaris
20. A form of tourism that comprises activities of residents of a given country traveling to and staying in places outside their country of residence and their usual environment is referred to as? (1mark)
- A. Domestic tourism
  - B. Green tourism
  - C. Outbound tourism
  - D. Adventure tourism

**SECTION B (40 MARKS)**

*Answer all questions in this section.*

21. Explain THREE factors that may have contributed to the increased use of social media platforms to collect client feedback. (3marks)
22. Tourists use various methods of payment to pay for the services received in the different travel destinations. State FOUR benefits of using a credit card to pay for travel service (4marks)
23. Outline FOUR types of complaints that a receptionist in a hotel may receive about a hotel room. (3marks)
24. A contract is a binding agreement between two or more parties. Describe THREE contents of a valid contract between a service provider and a tourist. (6marks)
25. Name FOUR unethical behaviors that may cause conflicts between a tour driver and a tourist. (4marks)
26. Visitors are also entitled to entertainment services after long hours of visiting tourist attraction sites. State FOUR entertainment services that may be reserved by a guest in a hotel. (4marks)
27. Outline FIVE benefits a tour firm will get from using computers to store information. (5marks)
28. A tour commentary is used by tour guides during guided tours. List FOUR features of a good commentary used by a tour guide to enhance the overall guest experience. (4 marks)
29. Outline FIVE factors that a tour planner will consider when planning a travel itinerary for a tourist (5 marks)
30. Explain THREE benefits of signing a contract between a service provider and a client in the travel industry (6marks)

**SECTION C (40 MARKS)**

**Answer any Two questions in this section.**

31. Tour leaders are expected to be well-equipped to deliver services to their clients effectively.
- a. Outline FIVE attributes that tour leaders should possess to achieve this. (5marks)
  - b. Describe FIVE skills that tour leaders are required to have to carry out their day-to-day activities effectively. (10 marks)
  - c. Give FIVE factors that hinder their effectiveness in service delivery. (5 marks)
32. Tourist complaints are part and parcel of the normal operations of any tour firm.
- a. Explain FIVE benefits that a tour firm will derive from complaints raised by its customers. (10marks)
  - b. Describe the steps that should be followed when handling customer complaints in a tour firm. (10 marks)
33. Briefing and debriefing are important in ensuring the success of a tour.
- a. Explain FOUR benefits that a tourist will get as a result of receiving a debriefing session with a tour guide at the end of a tour. (10marks).
  - b. Describe SIX areas that a tour guide will address during debriefing. (10 marks)