

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

PROVIDE TOUR AND TRAVEL CUSTOMER SERVICE

TO/OS/TM/CR/06/5/A



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

WRITTEN ASSESSMENT MARKING SCHEME

INSTRUCTIONS TO CANDIDATE

You have **THREE (3)** hours to answer all the questions.

Marks for each question are as indicated in the brackets

The paper consists of **THREE** sections: **A, B** and **C**.

Do not write on the question paper

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. Which of the following is a potential barrier to effective communication in an organization? (1 mark)
 - A. Clearly defined communication channels
 - B. Transparent feedback mechanisms
 - C. Open and honest leadership
 - D. Language barriers

2. What is the primary goal of establishing communication standards and procedures within an organization? (1 mark)
 - A. To limit communication to a select few individuals
 - B. To ensure consistency and effectiveness in communication
 - C. To increase bureaucracy within the organization
 - D. To encourage informal and spontaneous communication

3. Define the meaning of the term "tour and travel contingencies" in the tourism industry. (1 mark)
 - A. Unexpected challenges that can impact travel plans
 - B. Detailed travel itineraries for tourists
 - C. Tourist preferences and travel habits
 - D. Weather conditions at tourist destinations

4. Identify mitigation measures in the context of tour and travel contingencies. (1 mark)
 - A. Measures to increase tour prices
 - B. Actions to prevent contingencies
 - C. Strategies to deal with unexpected issues
 - D. Promotions to attract more tourists

5. How can a tour and travel company classify resources for handling tour and travel contingencies? (1 mark)
 - A. By geographical location
 - B. By the availability of tour guides
 - C. By financial and non-financial resources
 - D. By the number of tourists in each group

6. What does "communication systems" refer to in an organizational context? (1mark)
- A. The process of encoding and decoding messages
 - B. Tools and processes used for exchanging information
 - C. The hierarchy of an organization
 - D. The type of telecommunication devices used by employees
7. Which of the following represents a common channel of communication in the workplace? (1 mark)
- A. Birds chirping
 - B. A written memo
 - C. Smoke signals
 - D. Personal diaries
8. In the communication process, what is the role of the receiver? (1 mark)
- A. Encoding the message
 - B. Initiating the conversation
 - C. Decoding and understanding the message
 - D. Selecting the channel of communication
9. Among the types of communication systems, which one focuses on one-way communication from sender to receiver without immediate feedback? (1 mark)
- A. Intrapersonal communication
 - B. Interpersonal communication
 - C. Mass communication
 - D. Face-to-face communication
10. In the development of mitigation measures for tour and travel contingencies, what is the primary goal? (1 mark)
- A. To create more complex tour itineraries
 - B. To increase the cost of tour packages
 - C. To reduce the impact of unexpected challenges
 - D. To promote new tourist destinations

11. Which resource is essential for handling safety and security issues in the tourism industry?
(1 mark)
- A. Legal guidelines and regulations
 - B. Tourist preferences and habits
 - C. Discounts on tour packages
 - D. Cultural awareness of staff
12. When handling safety and security issues in tourism, why are legal aspects important?
(1 mark)
- A. To promote risk-taking and adventure tourism
 - B. To enforce strict security measures on tourists
 - C. To ensure compliance with safety standards
 - D. To encourage spontaneous travel decisions
13. What are "mitigation measures" in the context of safety and security in the tourism industry?
(1 mark)
- A. Measures to increase security personnel at tourist sites
 - B. Strategies to prevent safety and security issues
 - C. Steps for handling natural disasters
 - D. Promotional campaigns to attract more tourists
14. What is the primary purpose of a customer service report in an organization? (1 mark)
- A. To assess employee performance
 - B. To evaluate the effectiveness of marketing campaigns
 - C. To improve customer service and satisfaction
 - D. To create a record of financial transactions
15. In the preparation of a customer service report, what does the "assessment" phase typically involve?
(1 mark)
- A. Reviewing financial data
 - B. Analyzing the performance of communication systems
 - C. Evaluating the effectiveness of customer service efforts
 - D. Creating promotional materials for the organization

16. When implementing recommendations found in customer service reports, what is the primary goal? (1 mark)
- A. To increase organizational bureaucracy
 - B. To create more complex communication systems
 - C. To enhance the organization's overall performance
 - D. To restrict the flow of information within the organization
17. When handling a customer service issue during a tour, what is the first step you should take? (1 mark)
- A. Ignore the issue and hope it goes away
 - B. Listen to the customer's concern and empathize
 - C. Blame the customer for the problem
 - D. Ask the customer to handle it themselves
18. How can you enhance customer satisfaction in tour and travel customer service? (1 mark)
- A. Provide misleading information to make the trip sound better
 - B. Respond to inquiries slowly and inaccurately
 - C. Offer personalized recommendations and excellent service
 - D. Increase tour prices without notice
19. When dealing with an upset customer, what is the best approach to resolving their issue? (1mark)
- A. Ignore their concerns and hope they calm down
 - B. Argue with the customer to prove them wrong
 - C. Actively listen, acknowledge their concerns
 - D. Offer them a free trip to make amends
20. What should you do if a customer reports a problem during a tour, and you cannot resolve it immediately? (1mark)
- A. Promise to resolve the issue after the tour ends
 - B. Ignore the problem until the tour ends
 - C. Offer the customer a refund and send them home
 - D. Communicate and provide a temporary solution

SECTION B (40mks)

Answer all questions in this section

21. Effective communication is crucial in a tour firm to ensure the smooth operation of tours, Identify THREE common barriers to effective communication in an organization. **(3mks)**
22. State THREE importance of establishing communication standards and procedures within an organization. **(3mks)**
23. Contingency planning is essential to mitigate risks and ensure the safety and satisfaction of travelers. Identify THREE common tour and travel contingencies that can disrupt travel plans. **(3mks)**
24. During tour planning, tour operators always prepare for eventualities. List FOUR types of mitigation measures that they commonly used. **(4mks)**
25. Outline FIVE steps involved in handling a tour and travel contingency using a real-life case study. **(5mks)**
26. Identify TWO safety and security issues specific to the tourism industry. **(2mks)**
27. Safety and security are most important in every tour. List THREE types of resources that are crucial for handling safety and security issues in tourism. **(3mks)**
28. Identify FOUR procedures for handling safety and security issues in a tourism organization, highlighting the role of basic first aid. **(4mks)**
29. List THREE common safety and security issues that can affect the tourism industry. **(3mks)**
30. State TWO types of resources that are essential for handling safety and security issues in the tourism sector. **(2mks)**
31. Highlight TWO important legal aspects related to safety and security in the context of tour and travel. **(2mks)**
32. Tour and travel companies rely on report written to implement changes and to improve their service delivery. Identify THREE types of customer service reports commonly used by organizations. **(3mks)**
33. List THREE key steps in the preparation of a customer service report. **(3mks)**

SECTION C (40 MARKS)

Answer any two questions in this section

34. Ensuring the safety of customers is a top priority for businesses across various industries, especially in the tourism and hospitality sectors. Providing a safe and secure environment not only protects customers but also enhances their overall experience and builds trust.
- a. Explain FIVE common tour and travel safety risks that tourists face. **(10mks)**
- b. Describe FIVE ways used by the tourists to mitigate each of the safety risks you have identified. **(10mks)**
35. a. Prepare FIVE key steps that tour and travel companies can take to ensure the safety of their customers. **(10mks)**
- b. Discuss FIVE importance of risk assessment and contingency planning in tour and travel safety. **(10mks)**
36. Technology plays a significant role in ensuring the safety of tourists.
- a. Describe FIVE ways that tour and travel companies can use technology to improve the safety of their customers. **(10mks)**
- b. Explain FIVE benefits of using technology to improve tour and travel safety. **(10mks)**