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TOUR AND TRAVEL CONSULTANCY LEVEL 5
TO/OS/TM/CR/02/5/A
DEVELOP TRAVEL PACKAGES
Nov. /Dec. 2023



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

Instructions to the candidate

1. This paper has three sections **A**, **B**, and **C**.
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 Eight (8) 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 (20marks)

Attempt all Questions in this section

1. Tourism when managed sustainably can bring several benefits to the environment, which of the following is an outstanding benefit? (1mark)
 - A. Cultural Conservation
 - B. Rapid Industrialization
 - C. Creation of conservancies
 - D. Geographical Mapping

2. Which of the following tour operators provide services to individuals traveling in their home country? (1mark)
 - A. In-bound tour operators
 - B. Domestic tour operators
 - C. Outbound tour operators
 - D. Online tour operators

3. Tourism encompasses a wide range of activities and experiences, and tourists come from diverse backgrounds, with varying interests and preferences. Which of the following people are regarded as tourists? (1mark)
 - A. Refugees
 - B. Aliens
 - C. Diplomats
 - D. Holidaymakers

4. Enterprises normally reward their employees in various ways. Which of the following is a form of work motivation? (1mark)
 - A. Monthly rewards
 - B. Compensation Tour
 - C. Retirement benefits
 - D. Incentive tour

5. The tourism industry has various consumers, who among the following is NOT a consumer of tourism products? (1mark)
- A. Adventurers
 - B. Environmentalist
 - C. Backpackers
 - D. Excursionist
6. Who among the following is NOT considered as a principal in the hospitality and tourism industry? (1mark)
- A. Resort representatives
 - B. Travel agency
 - C. Hotels
 - D. Tour Operator
7. Creating customer profiles is a valuable marketing and business strategy that helps companies better understand and target their audience. Which of the following information is NOT included in a customer profile? (1mark)
- A. Health Status
 - B. Preferences
 - C. Passport information
 - D. Customer Demographics
8. Tourism circuits offer travelers a rich and diverse array of experiences, from historical and cultural sites to natural wonders and adventure activities. Which of the following is NOT a tourism circuit in Kenya? (1mark)
- A. Eastern Circuit
 - B. North Eastern Circuit
 - C. Western World circuit
 - D. Coastal Circuit

9. Which of the following historical attractions is NOT found in the Nairobi Tourist Circuit
(1 mark)
- A. Giraffe center
 - B. Karen Blixen
 - C. Paradise lost
 - D. Mamba Village
10. Tour packages are designed to simplify travel planning, save time, and provide travelers with a structured and convenient way to explore a destination. Identify an element that should be included in a tour package
(1 mark)
- A. Stakeholders
 - B. Partners
 - C. Accommodation
 - D. Government agencies
11. Choosing a reputable and responsible tour operator is essential for ensuring a safe and enjoyable travel experience. Which of the following is a category of a tour operator?
(1mark)
- A. Incentive Tour Operators.
 - B. Outbound Tour operators
 - C. Outgoing Tour Operators
 - D. Sightseeing Tour Operators
12. The Tour Product being a service product by nature has some characteristics that are not found in other products. Which of the following characteristics is NOT common in the tour product?
(1mark)
- A. Heterogeneity
 - B. Intangibility
 - C. Variability
 - D. Inseparability

13. The Abbreviations “W.T.O.” stand for; (1mark)
- A. World Tourism Organization
 - B. World Tourism and Oceans
 - C. Wildlife Tours Organizations
 - D. World Travel and Offers
14. Tour costing is the process of determining the total cost of a tour package that a tour operator or travel agency offers to travelers. Identify the factor that is NOT considered in tour costing. (1mark)
- A. Trade
 - B. Transfers
 - C. Transport
 - D. Accommodation
15. Which of the following information is NOT found on a guest registration card? (1mark)
- A. Vehicle registration number
 - B. Payment mode
 - C. Guest demography
 - D. Passport details
16. Accommodation offered in hotels includes rooms with different rates Which among the following is NOT a type of hotel room rate (1mark)
- A. Rack rate
 - B. Contract rate
 - C. Tour rate
 - D. Run of a house
17. Identify the type of room classification based on hotel room occupancy (1mark)
- A. Cabana
 - B. Cottage
 - C. Single Room
 - D. Studio

18. Pricing a tour package is a critical task for tour operators and travel agencies. Which of the following is NOT considered when pricing a tour package? (1mark)
- A. Season of travel
 - B. Type of accommodation
 - C. Type of transport
 - D. Gender of the client
19. Tour itinerary preparation involves consideration of many items Which of the following should be included in a tour itinerary? (1mark)
- A. Tour activities
 - B. Administration costs
 - C. Customer details
 - D. Office details
20. In developing a tour itinerary the following factors must be considered EXCEPT? (1mark)
- A. Type of tour
 - B. Customer preferences
 - C. Length of the tour
 - D. Client origin.

SECTION B (40MARKS)

Attempt all questions in this section.

21. Define the following terms;
- a) Hospitality (2marks)
 - b) Tour product (2marks)
22. Tourism is a diverse and multifaceted industry that encompasses various forms and types of travel experiences. State FOUR forms of tourism according to the interest sought by the tourist. (4marks)
23. Outline FIVE factors a tour operator would consider when choosing a mode of transport for a tourist. (5marks)
24. The attractiveness of a destination depends on the quality, uniqueness, and accessibility of its attractions. Highlight FIVE attractions that are found in the coastal tourist circuit. (5marks)
25. Tourist should choose the most suitable transport for their tour. State FOUR advantages of traveling by road as a means of transport in travel and tourism. (4marks)
26. Tourism is a multifaceted industry with various components that work together to create and facilitate travel experiences. Outline FOUR components of tourism. (4marks)
27. Outbound tourists are required to have a passport for ease of entry to other countries. Mention FOUR types of passports that a tourist requires before travel. (4marks)
28. Identify FOUR types of insurance that a tourist must have when travelling to a destination? (4marks)
29. Tour operators play a pivotal role in the tourism industry. State THREE roles of a tour operators (3marks)
30. List THREE elements that are found in a Tour commentary. (3marks)

SECTION C (40 MARKS)

Attempt any TWO questions in this section.

31. Movement of people and goods using trains running on a network of railways or railroad tracks. It plays a crucial role in the global transportation system and offers several advantages.

- a) Discuss five advantages of using railway transport in tours and travel. (10 marks)
- b) Discuss five benefits of booking a tour via a travel agent. (10marks)

32. Tourism and tourist services refer to the travel industry's activities and offerings that cater to tourists and travelers. These services are essential components of the tourism sector, and they encompass a wide range of experiences and assistance provided to individuals and groups.

- a) Describe five characteristics of tourism services. (10marks)
- b) Explain five characteristics of tourists. (10 marks)

33. Travel agents, also known as travel advisors or travel consultants, are professionals who provide personalized travel planning and booking services to individuals, families, and groups.

- a) Describe five types of travel agents (10marks)
- b) Explain five attributes of a good travel consultant. (10 marks)