

101505T4TTM
TOUR AND TRAVEL CONSULTANT LEVEL 5
PARTICIPATE IN TOUR OFFICE OPERATIONS
TO/OS/TM/CR/07/5/A
Nov/Dec 2023



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **THREE** sections: A, B, and C
3. Do not write on the question paper.
4. A separate answer booklet will be provided.

This paper contains 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 (20marks)

Answer all questions in this section

1. The operation of a tour office involves managing various aspects to provide quality experiences to travelers. Identify one that is not a tour office operation. (1mark)
 - A. Reservations
 - B. Accounting
 - C. Selling and marketing
 - D. Banking
2. The implementation of tourism involves various stakeholders who among the following an implementer in tourism. (1mark)
 - A. Trustees
 - B. Financial entities
 - C. Transport
 - D. accommodation
3. Monitoring progress is a crucial aspect of management which involves the following methods except which one. (1mark)
 - A. Reports
 - B. Appraisals
 - C. supervision
 - D. Assessment based on set targets
4. Capacity building for staff is essential for enhancing the knowledge, skills, and capabilities of employees within the tourism industry. This is done through which method. (1mark)
 - A. Coaching
 - B. Paying salaries
 - C. Salary increment
 - D. Employment

5. Identify the method that is not used for reservation use in the tourism industry. (1mark)
- A. Letters
 - B. Internet
 - C. Mail
 - D. Personal visit
6. Tour offices have different internal ways of communicating which include the following except which one. (1mark)
- A. Staff meeting
 - B. Memos
 - C. Stakeholder engagements
 - D. Fax
7. A process of researching selling and promoting tour products is known as? (1mark)
- A. Marketing
 - B. Selling
 - C. Researching
 - D. Promoting
8. Functions of a tour firm manager include the following except which one (1mark)
- A. Planning
 - B. Organizing
 - C. Staffing
 - D. Partnership
9. Travel documents are essential papers and identification that individuals need when traveling internationally or domestically. Which among the following is not a travel document? (1mark)
- A. Passport
 - B. Visa
 - C. National identity card
 - D. Education certificates

10. An effective filing system is essential for both individuals and organizations to manage information systematically. Which among the following is the best way of filing?

(1mark)

- A. Numerical
- B. Orderly
- C. Neat
- D. Complete

11. What is the primary purpose of immigration and customs declaration forms for travelers? (1 mark)

- A. Documenting travel itineraries
- B. Reporting lost luggage
- C. Collecting traveler's information
- D. Identifying local cuisine

12. Which of the following is a common responsibility of a travel agency? (1 mark)

- A. Operating tour buses
- B. Conducting wildlife research
- C. Assisting travelers in booking services
- D. Managing hotel properties

13. What is the primary role of a tourist information center in a destination? (1mark)

- A. Providing comprehensive travel packages
- B. Managing hotel properties
- C. Offering information, maps, and assistance to tourists
- D. Conducting wildlife research

14. In a digital filing system, what is the purpose of creating subfolders? (1 mark)

- A. To complicate the organization
- B. To save space on the computer
- C. To group related documents within main folders
- D. To eliminate the need for file names

15.is not a method of measuring customer satisfaction (1mark)
- A. Guest surveys
 - B. Questionnaire
 - C. Interviews
 - D. Cheking smiles
16. Travelers are not allowed to make payments using the following methods of payment in tour offices. which method is allowed? (1 mark)
- A. Mobile money
 - B. Bitcoins
 - C. Barter
 - D. Revenue
17. Package tours have gained popularity in the recent part because of the following reasons accept one. (1 mark)
- A. Time efficiency
 - B. Flexibility
 - C. Increased security
 - D. Ease and convenience
18. The following are Items not included when costing tours except? (1mark)
- A. Documentation costs.
 - B. Excess baggage costs.
 - C. Accommodation
 - D. Airport taxes.
19. Tour guides play a crucial role in enhancing the travel experience, they should have the following attribute which makes their work professional. Which one is not? (1mark)
- A. Punctuality
 - B. Temperamental
 - C. Sobriety
 - D. Politeness

20. The following are the life skills required of a tour guide. Pick one that will best suit a situation of dealing with a rude employee. (1mark)
- A. Skills of knowing and living with oneself
 - B. Self-awareness
 - C. Negotiation
 - D. Non-violent conflict resolution

SECTION B (40 MARKS)

Answer all questions in this section

21. Point out FIVE security measures that can be undertaken by a tour company to solve insecurity issues (5marks)
22. Tour and travel offices have adopted technologies and most use computers in their operations. Outline FIVE uses of a computer in a tour office. (5marks)
23. A tour office is a busy place just like any office. state THREE operations in a tour office (3marks)
24. The tourism industry relies on a wide range of partners and stakeholders to operate successfully and provide travelers with memorable experiences. Name four partners in the tourism industry (4marks)
25. Tourism agencies both national and international help clients navigate the complexities of travel planning. List four International tourism agencies (4marks)
26. Correspondences used in the travel office include and are not limited to letters. Name FIVE types of official letters in a tour office (5marks)
27. The travel office needs to install several equipment to aid in its operation. Identify five pieces of communication equipment in a tour office (5marks)

28. Tour and travel companies' managers always rely on strategic plans in their operations. State THREE uses of this document (3marks)
29. List FIVE benefits of carrying out a swot analysis for a tour company. (3marks)
30. Tour reports are documents that provide a summary and analysis of a tour or travel experience. Indicate THREE uses of these reports in a tour office. (3marks)

SECTION C (40 marks)

Answer any two questions in this section

31. Company ABC is facing the retirement of three of its tour guides at one go.
- Explain FIVE ways in which this can impact the company (10marks)
 - Examine FIVE reasons why a company may decide to dismiss its employees (10marks)
32. Willow Safaris Limited is a company dedicated to tourism activities like travel and tours
- Staffing is one of the functions of a human resource officer. Evaluate FOUR considerations in staff employment (8marks)
 - Explain THREE benefits of staff training for willow safaris (6marks)
 - Motivation is an important tool in the tourism industry for employees. Analyze THREE benefits of staff motivation (6marks)
33. Njuki is an entrepreneur who wishes to start a small tour office .
- Asses FOUR factors he should consider before starting the tour office (8marks)
 - Explain THREE means of transport for tourism businesses (6marks)
 - Determine FOUR methods that a tour office may employ to monitor its progress (8marks)