

101505T4TTM
TOUR AND TRAVEL CONSULTANT LEVEL 5
TO/OS/TM/CR/01/5/A
DEVELOP TOUR PACKAGE
Nov. /Dec. 2023



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

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS

1. You have **Three** hours to answer all the questions.
2. Marks for each question are indicated in the brackets.
3. You will be provided with a separate answer booklet
4. This paper consists of **THREE** sections: **A, B,** and **C.**

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: 20 MARKS

Answer all questions in this section

1. When developing a tour package, what is the primary consideration for selecting a destination? (1 mark)
 - A. Cost-effectiveness
 - B. Geographic proximity
 - C. Appeal to the target audience
 - D. Availability of luxury accommodations
2. What is the purpose of a well-structured itinerary in a tour package? (1 mark)
 - A. To make the tour package more expensive
 - B. To provide flexibility for participants
 - C. To create a sense of adventure
 - D. To guide participants through the planned activities
3. In the context of transportation for a tour package, what does "FIT" stand for? (1 mark)
 - A. Flexible and Independent Travel
 - B. Fast and Immediate Transportation
 - C. Fixed and Inclusive Transportation
 - D. Fun and Interesting Travel
4. When choosing accommodations for a tour package, what is the advantage of including a mix of lodging options? (1 mark)
 - A. It reduces the overall cost of the tour.
 - B. It allows participants to choose their preferred lodging.
 - C. It simplifies the booking process for the travel agent.
 - D. It ensures uniformity in the participants' experience.
5. How does a tour package adhere to sustainable tourism principles? (1 mark)
 - A. By maximizing resource consumption
 - B. By promoting mass tourism
 - C. By minimizing environmental and cultural impacts
 - D. By excluding local communities from the tourism experience

6. What is a primary factor to consider when determining the pricing structure for a tour package? (1 mark)
- A. Offering the lowest possible price to attract more customers
 - B. Aligning the price with the target audience's willingness to pay
 - C. Maximizing the profit margin regardless of client preferences
 - D. Offering complex pricing options to confuse potential clients
7. The main goal of the marketing strategy for a tour package is? (1mark)
- A. Attract as many participants as possible, regardless of their interests
 - B. Highlight the cost-effectiveness of the package
 - C. Showcase the unique selling points and appeal to the target audience
 - D. Keep the marketing strategy a secret until the tour is fully booked
8. Tour guides always develop a risk management plan before executing a tour. Why is it important to have a risk management plan for a tour package? (1mark)
- A. To eliminate all risks associated with travel
 - B. To provide a full refund to participants in case of any inconvenience
 - C. To prepare for and mitigate potential risks or challenges
 - D. To pass all potential risks onto the participants
9. In what phase of the tour package development process should client support and feedback mechanisms be established? (1 mark)
- A. After the tour is completed
 - B. Only during the booking phase
 - C. Throughout the entire process, from planning to post-tour
 - D. Never; it's unnecessary for a successful tour package
10. Quality performance in tour firms can be measured in various ways. Below are some of the performance indicators except which one? (1 mark)
- A. Meet and greet
 - B. Front office reception
 - C. Airport transfer
 - D. Size of the tour firm office

11. When creating a tour package, which of the following is an essential factor for effective destination selection? (1 mark)
- A. The number of tourist attractions in the destination
 - B. The familiarity of the destination to the target audience
 - C. The location's proximity to the travel agency's office
 - D. The availability of luxury accommodations
12. During the development of a tour itinerary, terms and conditions may apply for the various components of tourism. Which one of the following is not among the terms and conditions? (1 mark)
- A. Payment
 - B. Suppliers
 - C. Reservation
 - D. Entertainment
13. In the context of transportation for a tour package, what is the advantage of using chartered transportation, such as a private bus? (1 mark)
- A. It allows for spontaneity and flexibility in the itinerary.
 - B. It is more cost-effective than using public transportation.
 - C. It requires less planning and organization.
 - D. It reduces the sense of exclusivity among participants.
14. How does a tour package promote responsible tourism practices? (1 mark)
- A. By minimizing interactions with the local community
 - B. By prioritizing luxury accommodations over sustainable options
 - C. By educating participants about local cultures and encouraging respect
 - D. By emphasizing activities that are harmful to the environment
15. What is the primary purpose of providing a comprehensive breakdown of the tour package's cost in the pricing structure? (1 mark)
- A. To increase the perceived value of the package
 - B. To hide additional fees and charges from participants
 - C. To make the package appear more expensive than competitors
 - D. To make it more difficult for participants to understand the pricing

16. In a marketing strategy for a tour package, which aspect is most critical for attracting the target audience? (1 mark)
- A. Demonstrating the agency's expertise and experience
 - B. Focusing on the package's cost-effectiveness
 - C. Highlighting the travel agent's personal preferences and interests
 - D. Identifying and showcasing the unique selling points that appeal to the target audience
17. Methods of obtaining feedback from clients in a tour firm include the following. Identify the odd one. (1 mark)
- A. Website review area
 - B. Questionnaire
 - C. Face to face
 - D. Radio
18. Tour itineraries are classified into the following categories, except? (1 mark)
- A. Standardized
 - B. Attraction
 - C. Group
 - D. Individual
- 20 Which of the following is not a typical component of a tour package? (1 mark)
- A. Transportation
 - B. Accommodation
 - C. Marketing campaign
 - D. Activities and excursions
19. The following customer information recorded in a tour firm **EXCEPT**? (1mk)
- A. Nationality
 - B. Demographics
 - C. Number
 - D. Tribe

SECTION B: (40 MARKS)

Answer all questions in this section

20. Tour itineraries are developed based on customer preferences. Define the term itinerary. (2 marks)
21. What is the difference between a tour and a trip? (2 marks)
22. The requirements of customers vary from time to time due to several factors. Explain FOUR customer tour requirements. (4 marks)
23. Tour packages are priced based on developed itineraries. Name THREE ways of pricing tour packages (3 marks)
24. Highlight FOUR incentives that a tour firm is likely to reward to its loyal customers (4 marks)
25. Outline FOUR key considerations when selecting a destination for a tour package. (4 marks)
26. The transport component is key in every tour development. Highlight THREE roles of transportation in the success of a tour package (3 marks)
27. The itinerary should be detailed in nature. Outline THREE significance of providing a detailed itinerary to clients. (3 marks)
28. Highlight THREE factors that should be taken into account when determining the pricing structure for a tour package. (3 marks)
29. State FOUR primary considerations when selecting accommodations for a tour package. (4 marks)
30. The use of technology is the current trend in tourism industry. Give FOUR roles of technology in developing tour packages. (4 marks)
31. Clients need to be satisfied with the services and products they receive in a tour firm. Identify FOUR steps a tour firm can use to maintain a strong reputation and ensure client satisfaction. (4 marks)

SECTION C: (40 MARKS)

Answer any two questions in this section

32. It is important to have a good record of customer information when they visit or contact the tour firm.
- a) Discuss FIVE benefits of recording customer information. (10 Marks)
 - b) Discuss FIVE importance of preparing a tour package report after a tour. (10 Marks)
- 33.
- a) Explain the FIVE importance of purchasing a tour itinerary from a tour company. (10 Marks)
 - b) Describe FIVE ways in which airlines can effectively manage delays and disruptions to minimize the negative impact on passengers' flight experiences. (10 Marks)
34. a. In a conversation between the client and tour service provider, there is feedback. Explain five feedback mechanisms which are used in a tour firm. (10 Marks)
- b) A tour firm can document tour packages and itineraries which have been developed in many ways. Explain five ways of documenting tour packages and itineraries. (10 marks)