

**101506T4TTM**  
**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**  
**TO/OS/TM/CR/01/6/A**  
**DEVELOP TOUR PACKAGES**  
**Nov/Dec 2023**



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

**WRITTEN ASSESSMENT**

**Time: 3 hours**

**INSTRUCTIONS TO CANDIDATES**

- 1. This paper has two sections A, and B*
- 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 3 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: (40 MARKS)**

*Answer all questions in this section*

1. Give the full meaning of the term KATA as used in the tourism industry. (2 marks)
2. Tourists require different components of tourism to make their trip an exciting experience, state TWO elements of tourism. (2 marks)
3. For a tour firm to understand the customer correctly, list FOUR ways of collecting customer feedback in a tour firm. (4 marks)
4. Highlight FOUR tourist needs and wants that tourists traveling to the world are looking for at the destinations. (4 marks)
5. The tourism industry provides products and services which make the holiday enjoyable and memorable for tourists. List FOUR characteristics of hospitality services. (4marks)
6. Highlight THREE forms of ecotourism tourism that are available in different tour destinations. (3 marks)
7. Tourism is associated with various benefits to the local community, State TWO economic benefits of tourism to the tour destinations. (4 marks)
8. State FOUR types of tour itineraries that are developed and sold by a tour firm. (4 marks)
9. Well-established tour companies use the feedback they obtain from their clients to improve their performance. List FOUR uses of tourist feedback to a tour firm. (4 marks)
10. Government agencies are key players in the tourism industry, State FIVE roles played by Kenya Wildlife Service in ensuring success of tourism business in Kenya. (5 marks)
11. Tour operators offer different types of tour proposals to potential customers. Identify THREE tour proposals offered. (3 marks)
12. Different players in the tourism industry perform different functions. List THREE functions of travel agents (3 marks)

**SECTION B: (60 MARKS)**

*Candidate to answer any three questions*

13. Travel agents are key players in the selling and buying of tour packages, they play a major role in linking the tourist and tourism suppliers in the tourism industry.
- a. Describe FOUR types of travel agents. (8 marks)
  - b. Explain SIX sources of income to the travel agents. (12 marks)
14. Itinerary planning is a main skill that all tour entrepreneurs must utilize to effectively deliver and perform tour activities in the industry.
- a) Prepare a detailed itinerary for three nights in any touristic circuit of Kenya. (10 Marks)
  - b) Describe FIVE elements of a tour that should be considered when costing the tour itinerary (10 Marks)
15. Establishing customer contacts is an essential task that any tour company must learn to gain a competitive advantage over other tour firms in the tourism business.
- a) Describe FIVE ways of establishing customer contacts. (10 Marks)
  - b) Explain FIVE elements of a customer profile that tour firms should create. (10 Marks)
16. Tailor-made tour itineraries are prepared based on customer preferences and by ensuring all the important details are included in the itinerary. Tour agents can manage clients' expectations with a more realistic view of how much can fit into each day.
- a) Explain FIVE steps to follow when developing a tour itinerary. (10 Marks)
  - b) Describe FIVE roles of ICT in tourism and travel industry (10 Marks)