

101506T4TTM
TOUR AND TRAVEL MANAGEMENT LEVEL 6
TO/OS/TM/CR/06/6/A
MANAGE TOUR AND TRAVEL CUSTOMER SERVICE
Nov/Dec 2023



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

CANDIDATE WRITTEN ASSESSMENT

TIME: 3 hours

INSTRUCTIONS TO THE 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 three (4) 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. Define the term customer. (1 mark)
2. Distinguish between internal and external communication methods as used in a tour office. (2 marks)
3. Identify TWO contingency measures that customer service personnel in a tour office can prepare before undertaking a tour. (2 marks)
4. Outline FOUR categories of organization publics that customer service personnel should be aware of in a tour office. (4 marks)
5. Define the term risk assessment as used in tourism customer service. (1 mark)
6. Highlight THREE ways that can be used to improve communication between departments in a tour firm. (3 marks)
7. When a customer service officer is handling tour and travel contingencies, list FOUR resources the officer will require. (4 marks)
8. You have been appointed as a customer service officer in a tour firm. State FOUR ways in which you will communicate internally with the customers. (4 marks)
9. A Crisis usually happens in any organization and tour firms are not exceptional. List THREE most important components of a tourism crisis management plan. (3 marks)
10. Name THREE types of communication style a tour manager should utilize when performing their duties. (3 marks)
11. List THREE types of crises that can occur in a tour firm. (3 marks)
12. As a head of customer care in a tour firm. Highlight TWO stages of crisis management. (2 marks)
13. State TWO customer service problem-solving techniques while dealing with clients (2 marks)
14. Customer security and safety are important in travel. State TWO benefits of understanding safety and security in a tourism office. (2 marks)
15. State FOUR types of difficult customers that you are likely to encounter while working in a tour office. (4 marks)

SECTION B: (60 MARKS)

Answer any three questions in this section:

16. To protect an employee from work-related illness and injury and to make the workplace secure from intruders, every company should have an Environmental, Safety, and Health Policy statement.
- a) Explain SIX common workplace threats a tour company should prepare for and communicate to its internal and external customers. (12 marks)
 - b) Describe FOUR safety and security issues that you would consider when planning a tour for your clients. (8 marks)
17. Preparing for the unknown and unexpected is a worthwhile exercise to keep a company lean and never overly confident of its position in the market especially in the 21st century.
- a) Explain FIVE ways in which a tour and travel company can do to remain relevant in the market. (10 marks)
 - b) Outline FIVE steps in the risk management process. (5 marks)
 - c) State FIVE steps to be followed in a contingency planning process. (5 marks)
18. An organization communicates internally and externally to their public regularly. This is especially about the emerging issues in the organization. In order to effectively communicate, it is important to understand how the communication process works.
- a) Describe FIVE strategies that customer care officers can use to handle tourist complaints in a tour office. (10 marks)
 - b) Explain FIVE advantages of internal communication in a tourism organization. (10 marks)

19. Effective communication is an essential tool for building customer loyalty and company image.

- a) State SIX ways in which an organization can improve customer communication. (6 marks)
- b) Describe FOUR methods that can be used to improve external communication in an organization. (8 marks)
- c) Explain THREE ways of implementing external communication in a tour and travel organization. (6 marks)