

TOURISM AND TRAVEL MANAGEMENT LEVEL 6

101506T4TTM

DEVELOP TRAVEL PACKAGES

TO/OS/TM/CR/02/6

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

WRITTEN ASSESSMENT

INSTRUCTIONS

- I. Time allocated is 3 hours to attempt questions in sections A and B
- II. You are provided with a separate answer booklet.
- III. Marks for each question is indicated
- IV. Do not write on the question paper

This paper consists of Three(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)

(In this answer all questions)

1. Planning a complete tour requires skills through product knowledge, imagination, and experience. List FOUR important factors to be considered in the itinerary planning process.
(4marks)
2. When planning an itinerary, there are several pieces of information needed which are key. Outline FOUR sources of information needed in a tour company for planning an itinerary
(4marks)
3. A packaged tour contains all the components of tourism, however, when costing the tour some items are not included. Highlight FOUR items not to be included when costing a tour.
(4marks)
4. A tour file is opened for a group or individual clients showing detailed information on the clients and the tour arranged for them. State FIVE items to be included in a tour file at a tour office
(5marks)
5. Tour companies offer various tour and travel services. Identify FOUR common services to be reserved in a tour company
(4marks)
6. The main products of tour companies are tour packages which are sold to clients and are becoming popular globally in the tourism industry, outline FOUR main reasons for the popularity of package tours
(4marks)
7. At the end of the tour one will write reports of every tour which will cover the entire tour. Identify FIVE factors to be considered when writing a tour report
(5marks)
8. List FOUR methods that can be used by potential travelers to book for a holiday. (4marks)
9. State SIX causes of complaints by travel agency employees
(6marks)

SECTION B (60MARKS)

Answer any THREE questions

10 . One of the most important functions of a tour operator is to prepare tour costing and pricing of package tours.

a) Explain FOUR various components of a Tour and Travel Cost. (10marks)

b) Explain FIVE pricing strategies that a Travel Agent can use while pricing the Travel Package. (10marks)

11. Top-performing companies understand the critical role that customer feedback plays in business.

a) Explain FIVE mechanisms that a travel agency can use to collect feedback from his or her customers. (10marks)

b) Describe FIVE Reasons why customer feedback is essential in your Travel and Tours Business. (10marks)

12. Transport plays a very important role in the tourism industry. It is the link between the home, destination, and accommodation, attractions, which are considered the main elements of a journey.

a) Explain FIVE roles that transport plays in Travel and Tourism. (10marks)

b) Discuss five factors that determine a tourist's choice of transport. (10marks)

13. Simba Safaris Limited is a company dedicated to tourism activities like travel and tours

a) Staffing is one of the functions of a human resource officer. Evaluate FOUR considerations in staff employment (8marks)

b) Explain THREE benefits of staff training for Simba safaris (6marks)

c) Motivation is an important tool in the tourism industry for employees. Explain THREE benefits of staff motivation (6marks)