

**101506T4TTM**

**TOUR AND TRAVEL MANAGEMENT LEVEL 6**

**TO/OS/TM/CR/08/6/A**

**MANAGE TOUR OFFICE OPERATIONS**

**Nov/Dec 2023**



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

**WRITTEN ASSESSMENT**

**Time: 3 hours**

**INSTRUCTIONS TO CANDIDATES**

- i. Maximum marks for each question are indicated in brackets ( ).
- ii. This paper consists of **TWO** sections: A and B.
- iii. Answer questions as per instructions in each section.
- iv. You are provided with a separate answer booklet.

**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)**

1. Tour consultants are very crucial officers in tour offices and Tour companies. Outline **SIX** roles they play (6marks)
2. The tour office has several departmental sections with distinct functions. Highlight **FIVE** reasons why it is important to have an organizational structure in a tour office. (5marks)
3. The human resource department in a tour firm considers various qualifications while recruiting new staff. Identify **FOUR** considerations that a tourism organization may put in place when recruiting new staff in various departments. (4marks)
4. The traveler will require some information before planning to visit any destination. Identify **FOUR** sources of travel information for international tourists. (4 marks)
5. Define the term tour office report as used in travel office operation. (2 marks)
6. Reports are important in the management of any organization. State **THREE** advantages of preparing tour office reports in a tour firm. (3 marks)
7. You have been employed as a tour office manager of Kibus Tour Company. Identify **THREE** roles you will play in the company. (3 marks)
8. When starting up a new tour company in Kenya, you are required to fulfill some legal considerations. Outline **THREE** legal requirements needed. (3 marks)
9. A professional customer service officer is required to follow various steps in handling customer inquiries and reservations in the travel industry. Highlight **SIX** steps followed. (6 marks)
10. Mr. Mutembei is an entrepreneur who wishes to venture into tour operating business. Identify **FOUR** essential skills and qualities required to work in a tour office. (4 marks)

**SECTION B (60 MARKS)**

**The candidate to answer any three questions in this section.**

11. 21st-century reports show that there has been a high rise in demand of tour packages among different types of tourists globally

a) Explain FIVE advantages of buying tour packages to the Travel Professional. (10 marks)

b) Describe FIVE types of pre-packaged tours (10 marks)

12. Tour companies have to invest in effective communication to meet the changing customer needs, wants, and preferences towards their satisfaction.

a) Discuss FIVE barriers to communication in a tour organization. (10 marks)

b) Describe FIVE communication etiquette you would apply while communicating over the phone to a customer.

13. Failure to plan is planning to fail, therefore tour operators need to come up with long-term strategic plans to remain competitive in the tour business.

a) Describe FIVE significances of a strategic plan for tour office management. (10 marks)

b) Describe FIVE staff reward and recognition systems that may be used by travel organizations.

14. Embracement of ICT in travel agencies has highly improved the quality of service delivered to customers in recent times

a). Describe FIVE services that are offered by travel agencies (10 marks)

b) Explain FIVE types of global distribution systems used by travel agencies when delivering services to their customers. (10 marks)