

101506T4TTM

TOURISM AND TRAVEL MANAGEMENT LEVEL 6

MANAGE TOUR AND TRAVEL PRODUCT QUALITY

TO/OS/TM/CR/07/6

Nov/Dec 2023



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

WRITTEN ASSESSMENT

INSTRUCTIONS

- i. The time allocated is THREE (3) hours
- ii. Attempt all questions in section A and any three questions in section B.
- iii. You are provided with a separate answer booklet.
- iv. Write your name and registration number on the answer booklet.
- v. Do not write on the question paper.

**This paper consists of three (3) printed pages
Candidate should check the question paper to ascertain that all pages
are printed as indicated and no questions are missing**

SECTION A (40marks)

1. Define the term tourism product development (1 mark)
2. List TWO types of tourism products available in Kenya. (2 marks)
3. State the FIVE unique characteristics of tourism products. (5 marks)
4. Identify FOUR channels that a customer may use when launching complaints. (4marks)
5. Highlight THREE feedback tools that a tour company may use to acquire feedback from clients. (3 marks)
6. Outline FIVE advantages of using social media in the tourism and travel industry. (5 marks)
7. State TWO ways in which service providers can handle dissatisfied customers (2 marks)
8. Identify FOUR tools that can be used for monitoring and evaluation of tour and travel product quality standards (4 marks)
9. Outline THREE uses of tour reports in the tourism industry. (3marks)
10. Explain TWO importance of analyzing customer profiles. (4marks)
11. Outline THREE suppliers of tourism products. (3 marks)
12. List FOUR factors influencing tourism product development. (4marks)

SECTION B (60 MARKS)

Answer any three questions in this section

- 13.** Tourism organizations provide travel and tourism services to the general public on behalf of different travel suppliers in various touristic destinations.
- a. Describe FOUR challenges that an organization may face when adopting new technology (8 marks)
 - b. Explain THREE advantages of air as a mode of transport. (6marks)
 - c. State SIX different ways that a tour company may use to advertise tour products. (6marks)
- 14a.** Explain FIVE importance of preparation of product quality management report. (10marks)
- b. Describe FIVE mitigating measures to consider to address tour and travel service problems. (10marks)

15. Travel organizations offer innovative and unique products for them to attract more clients and generate income.

a. Explain FIVE ways on how a tourism company may measure its performance. (10 marks)

b. State FIVE components of the tourism and travel product. (10 marks)

16. Kuldip Tours has recently been experiencing low inquiries from its prospects even after investing a lot of money in marketing due to poor service delivery.

a. Explain THREE importance of good customer service practice in an organization (6marks)

b. Describe Six causes of risks associated with product standard delivery (6marks)

c. Explain FOUR factors that would be considered when implementing change in an organization. (8marks)