

**101505T4TTM**  
**TOUR AND TRAVEL CONSULTANT LEVEL 5**  
**TO/OS/TM/01/5/A**  
**DEVELOP TOUR PACKAGE**

Nov. /Dec. 2022



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**WRITTEN ASSESSMENT**

**INSTRUCTIONS TO CANDIDATE**

1. Exams duration is **THREE** hours
2. Marks for each question are indicated in the brackets.
3. The paper consists of **THREE** sections: A, B, and C
4. Answer **ALL** the questions in section A and B, and any **TWO** questions in section C
5. Do not write on the question paper.
6. A separate answer booklet will be provided.
7. All the answers must be in English
8. Don't write outside the margin of the booklet
9. This paper contains six printed pages

**SECTION A (20marks)**

**Attempt all Questions in this section.**

1. One efficient way of establishing customer contacts in Travel Agencies is through.
  - A. Guides
  - B. Telephone
  - C. Tour Operators
  - D. Marketers(1 mark)
  
2. The operators who receive guests/ tourists and handle arrangements in the host countries are referred to as.
  - A. Inbound Tour Operators
  - B. Outbound Tour operators
  - C. Domestic Tour Operators
  - D. Host Tour Operators(1 mark)
  
3. A tour accompanied by qualified, trained and experienced tour managers or guides is called.
  - A. Independent Tour
  - B. Incentive Tour
  - C. Escorted Tour
  - D. Hosted Tour(1 mark)
  
4. The tour product being a service product by nature has some characteristics that are not found in other products. Which of the following characteristic is common in the tour product?
  - A. Homogeneity
  - B. Tangibility
  - C. Variability
  - D. Separability(1 mark)
  
5. A tour operator can collect customer's information through.
  - A. Internet
  - B. Emails
  - C. Customer survey questionnaires
  - D. Brochures(1 mark)
  
6. From the choices below identify the most important customer's information that a tour operator must obtain before developing a tour package.
  - A. Demographic information
  - B. Education background
  - C. Social status
  - D. Geographical location(1 mark)

7. Who among the following is considered as a supplier of the tour product/service?
- A. Hotels
  - B. Travel agents
  - C. Tour operators
  - D. Resort representatives (1 mark)
8. Which of the following statements best describes the meaning of a tour itinerary?
- A. A programme of activities to be undertaken by a tourist
  - B. A tourist route that includes visits to various places of interest, historical sites, natural attractions
  - C. A planned journey to a certain destination
  - D. A visit to a natural attraction (1 mark)
9. Identify the most suitable factor to be considered when developing a tour itinerary.
- A. Length of the tour
  - B. Customer preferences
  - C. Type of tour
  - D. Cost of the tour (1 mark)
10. The basic components of a tour package include
- A. Accommodation, transport, transfers
  - B. Attractions, travel documents, travel agents
  - C. Government agencies, tourists, infrastructure
  - D. Transport, airlines, tour operators (1 mark)
11. One of the major elements to consider while costing for a tour include;
- A. Accommodation
  - B. Distance
  - C. Geographical location
  - D. Choice of tour (1 mark)
12. Which of the following internal feedback mechanisms are used by tour operators in developing tour packages.
- A. Customer feedback forms
  - B. Social media, letters, emails
  - C. Representatives
  - D. Tour guides (1 mark)
13. Which among the following is a type of a tour itinerary?

- A. Airline itinerary
  - B. Rail itinerary
  - C. Tourist itinerary
  - D. Tour operator itinerary (1 mark)
14. Give one major key performance indicator in tour operations.
- A. Customer satisfaction
  - B. Marketing strategies
  - C. Research and development
  - D. Product positioning (1 mark)
15. One way in which a tour operator can contract for hotel beds is through
- A. Agreement
  - B. Mutual understanding
  - C. Commitment
  - D. Chartering (1 mark)
16. A tour where the participant travels independently is referred to as
- A. Individualized tour
  - B. Independent tour
  - C. Custom designed tour
  - D. Personal tour (1 mark)
17. Which of the following can be regarded as a customer tour requirement
- A. Itinerary
  - B. Tour preferences
  - C. Finances
  - D. Time (1 mark)
18. Which of the following information is found on a client tour file.
- A. Contact information
  - B. Credit card details
  - C. Property details
  - D. Parents details (1 mark)
19. Which element represent terms and conditions while booking accommodation
- A. Tour price
  - B. Accommodation
  - C. Cancellation policy
  - D. Name of tour (1 mark)
20. Which of the following is the most appropriate method to use in communicating feedback to your tour manager on a just concluded tour.
- A. Face to face
  - B. Travel Report
  - C. Newsletter

D. Social Media (1 mark)

**SECTION B (40marks)**

**Attempt all questions in this section.**

21. Outline **Four** factors to consider when developing a tour itinerary (4 marks)
22. Identify **Three** types of tour operators that you are familiar with (3 marks)
23. Explain the meaning of terms and conditions as applied in tour operation. (2 marks)
24. State **Five** factors that affect the cost of a tour. (5 marks)
25. List **Four** pricing approaches that a tour operator can adopt while costing a tour package. (4 marks)
26. Explain the meaning of a reservation form. (2 marks)
27. Identify **Five** methods that are used by tour operators while giving feedback to clients? (5 marks)
28. Outline **Five** ways in which you can communicate a tour proposal to a potential client/tourist. (5 marks)
29. Give **Five** examples of performance indicators in tour operations. (5 marks)
30. List any **Five** components of a tour report. (5 marks)

**SECTION C (40marks)**

**Attempt any Two questions in this section.**

31. A Tour consultant working for Tembea Kenya Tours and Travel Company, has received an email enquiry from a group of tourists in Canada, who are interested in visiting Kenya for a period of two weeks.
  - a) Explain the procedures that this tour consultant would follow in responding to this enquiry. (10 marks)
  - b) Outline the **Ten** types of customer information that the tour consultant is likely to obtain from this group of tourists. (10 marks)
32. A tour operator wants to come up with a Tour Pricing Policy for his company.
  - a) Explain any **Five** factors that this tour operator should consider before adopting this pricing policy. (10 marks)
  - b) Design a tour cost sheet that you would use while costing for a tour. (10 marks)

33. Imagine you are a tour operator offering various types of tours to international tourists. You would wish to prepare and develop a tour package for your clients in one of the touristic circuits in Kenya.

- a) Outline **FIVE** components of a tour package. (8 marks)
- b) Describe **SIX** stages followed in planning and developing a tour package. (12 marks)

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