

101506T4TTM
TOURISM AND TRAVEL MANAGEMENT LEVEL 6
TO/OS/TM/CR/01/6
DEVELOP TOUR PACKAGES

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

ASSESSORS GUIDE

INSTRUCTIONS TO THE ASSESSOR

- i. Time Allocated: **TWO HOURS**.
- ii. Write your name and registration code on the answer booklet.
- iii. Marks for each question are indicated in the brackets [].

SECTION A: (40 MARKS)
Attempt All questions in this section.

1. Define the following terms. (2 marks)
 - i. Tour
 - ii. Trip

2. State **TWO** customer tour requirements. (2 marks)
3. Name **FOUR** types of customer information that are recorded in a tour firm. (4 marks)
4. State **FOUR** critical tour requirements that a tourist will use to identify tour facilities in a destination. (4 marks)
5. List **FOUR** products and services which are offered in the tourism industry. (4 marks)
6. Name **THREE** types of tour packages sold by tour companies. (3 marks)
7. State **TWO** reasons why tour companies give offers to customers (2 marks)
8. State **FOUR** types of tour itineraries which are developed and sold in a tour firm. (4 marks)
9. List **FOUR** feedback mechanisms used in a tour firm. (4 marks)
10. Name **FIVE** key performance indicators in a tour company. (5 marks)
11. Identify **THREE** tour proposals offered by a tour agent. (3 marks)
12. Outline **THREE** functions of tour operator. (3 marks)

SECTION B: (60 MARKS)

Candidate to choose three questions

13. Tour operators prepare tours packages by combining several components like transport, accommodation and meals which they sell to clients. They may also include tour guide services. Tour itineraries can be a one-day trip or more.
- i. List four functions of a tour guide (4 marks)
 - ii. Explain the importance of purchasing tour itinerary from a tour company? (16 marks)
14. Effective Feedback is Specific, Timely, Meaningful, and Candid. With the right purpose in mind, tour firms need to think about when and why they need feedback from customer.
- i. Describe **FOUR** feedback mechanism used in a tour firm. (10 marks)
 - ii. Discuss the **FIVE** benefits of recording customer information (10 marks)
15. Tour itineraries are designed based on customer preferences and by ensuring all the important details are included in the itinerary. Travel agents can manage clients' expectations with a more realistic view of how much can fit into each day.
- i. Explain five steps to follow when developing a tour itinerary. (15 marks)
 - ii. Outline **FIVE** activities undertaken in a tour to coastal circuit. (5 marks)
16. A tour agent works between the visitor and the and product and service providers. As a middle man he negotiates on behalf of the consumer.
- i. Explain **FIVE** functions of a tour agents (10 Marks)
 - ii. Describe **FIVE** the real travel agents and tour operators' challenges (10 Marks)