

**101505T4TTM**

**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**

**TO/OS/TM/CR/02/6**

**DEVELOP TRAVEL PACKAGES.**

**NOV. /DEC. 2022**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**WRITTEN ASSESSMENT**

**Time: 3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Maximum marks for each question are indicated in brackets ( ).*

*This paper consists of **TWO** sections: A and B.*

*Answer questions as per instructions in each section.*

*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 (40MARKS)**

**Attempt all questions**

1. Identify Four Methods you can use to obtain information from a potential traveler. (4marks)
2. Name three types of information you would obtain from an arriving customer to a destination. (3marks)
3. List four travel documents that international tourists require before travelling to any destination. (4marks)
4. List four types of visas. (4marks)
5. State five types of products offered by Travel suppliers. (5marks)
6. Outline three components likely to be found in a Travel Agency's terms and conditions. (3marks)
7. Differentiate between the following types of air travel itineraries
  - i) One way and round the world trip
  - ii) Open jaw and return trip (4marks)
8. Identify Three performance indicators in Travel Agency Operations. (3marks)
9. Highlight five major suppliers of the Travel Product. (5marks)
10. Identify five health and preventive measures that a traveler would adhere to before travelling to a foreign destination. (5marks)

**SECTION B. (60MARKS)**

**Answer any Three questions in this section**

11. A travel itinerary is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations.
  - a) Outline the various steps you would follow while planning travel itineraries. (10marks)
  - b) Explain five reasons why travel itineraries are important in travel operation. (10marks)
12. One of the most important functions of a tour operator is to prepare tour costing and pricing of package tours.
  - a) Describe five components of a tour and travel cost. (10marks)
  - b) Describe five pricing strategies that a travel agent can use while pricing the travel package. (10marks)

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

a) describe five mechanisms that a travel agency can use to collect feedback from its customers.

(10marks)

b) Explain Five reasons why customer feedback is essential in your travel and tour Business.

(10marks)

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

a) Explain the various roles that transport plays in travel and tourism.

(10marks)

b) Discuss the factors that determine tourist's choice of transport.

(10marks)

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