



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social sciences
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
(BSTM S13)

BHT 4201: TRAVEL AGENCY MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Prepare a comprehensive **TEN** days itinerary for a client visiting a destination of your choice in Kenya. **(20 marks)**
- b) Describe **FOUR** components of a Safari products of an all-inclusive tour. **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Define and explain the effects of the following factors to travel operations' distribution channels. **(15 marks)**
- i) Inhibitors
 - ii) Repelants
 - iii) Destination pull
 - iv) Diversions
 - v) Push
- b) The tour brochure is an essential marketing tool for any travel agent seeking to develop and sustain competitiveness in the industry. Illustrate using examples, the principal contents of a brochure. **(5 marks)**

QUESTION 3

- a) Explain **FIVE** key stages associated with preparation and marketing of tour packages. **(15 marks)**
- b) Briefly explain **FIVE** areas of competence required of a travel/agent consultant. **(5 marks)**

QUESTION 4

- a) Evaluate the various opportunities and threats presented to travel agents by the Information Technology (IT). **(15 marks)**
- b) One of the most important decisions in tour operations is the pricing decision. Explain briefly **FIVE** factors that a tour manager must consider in setting prices. **(5 marks)**

QUESTION 5

- a) Highlight **FIVE** points that a travel agent should consider when making travel plans for his client in order to come up with meaningful suggestions. **(5 marks)**
- b) You are advising a prospective out-bound business tourist on travel insurance requirements. Explain **FIVE** general inclusions or conditions that would be provided for by a typical insurance policy. **(5 marks)**