



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S2015)

BHT 4201: TRAVEL AGENCY MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- (a) Define the following terms as used in travel industry
- i. Travel agency
 - ii. Tour operator
 - iii. Itinerary
 - iv. Packaged tour
 - v. Destination (10mks)
- (b) Name four sources of information for itinerary development. (4mks)
- (c) Elaborate on six requirements useful in designing an itinerary. (6mks)
- (d) Explain five benefits of IATA accreditation to Travel Agents. (10mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Identify five organizations and associations within the tourism industry and examine their roles. (10mks)
- b) Discuss the selling process in regards to the proper selling skills in a Travel Agency (10mks)

QUESTION THREE

- a) State the meaning of a Visa as a travel document and explain four Visa categories available to travelers. (10mks)
- b) Identify and explain five different types of travel agencies. (10mks)

QUESTION FOUR

Discuss in detail the various sources of income for travel agency business (20mks)

QUESTION FIVE

Critically analyze challenges threatening the survival of travel agencies. (20mks)