



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE: DIPLOMA IN TOURISM MANAGEMENT (DTM S24)

BHT 2104: TRAVEL AGENCY OPERATIONS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date DECEMBER 2024

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Discuss FIVE travel motivators that encourage tourists to visit destinations around the globe. (10 marks)

- b) Identify and explain FIVE air freedoms that were established at the Chicago convention of 1944. (10 marks)

- c) Tabulate FIVE points that compare the differences between travel agents from Tour Operators. (10 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO (20 Marks)

- a) Sales techniques are a key tool of success to a travel agent. Describe the selling process observed by ideal travel agents. (15 marks)
- b) Enumerate FIVE significance of personal selling in tourist travel agency business. (5 Marks)

QUESTION THREE

- a) Explain FIVE sources of travel information for travel agents. (10 Marks)
- b) A tour brochure is an important marketing tool for travel agents. Highlight TEN details contained in this document. (10 Marks)

QUESTION FOUR

- a) Discuss FIVE classifications of travel agents in Kenya's travel and tourism industry. (15 Marks)
- b) Explain any five sources of income in travel agency business. (5 Marks)

QUESTION FIVE

- a) Explain FIVE benefits of travel insurance cover to tourists. (10 Marks)
- b) Explain FIVE components included in a travel insurance policy. (10 marks)