



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN TOURISM MANAGEMENT (DTMS S23)
BHT2204 ADVANCED TRAVEL AGENCY
END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2024
TIME: 2 HOURS
DATE:

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)

QUESTION ONE (30 MARKS)

1a) Explain **five** factors to be considered while locating a travel agency business in a destination

(10marks)

b. Highlight **five** strategies that may be used by a travel agent to create a positive working environment with the customers

(10marks)

c. Outline **five** stakeholders organizations that may work with travel agents in day to day operations

(10marks)

SECTION B (Answer only TWO questions)

QUESTION TWO (20 MARKS)

- a.Explain five types of expenses that a traveler can settle using credit card (10marks)
- b.Explain five legal requirements to be met before establishing a travel agency business in Kenya (10marks)

QUESTION THREE (20 MARKS)

- a.Explain five components of a fare rule (10marks)
- b.Explain **five** freedoms that were established at Chicago convention in 1944 (10marks)

QUESTION FOUR (20 MARKS)

- 4a. Explain **five** types of Cruise Tourism (10marks)
- c.Describe five principles that may guide baggage handling in air travel (10marks)

QUESTION FIVE (20 MARKS)

- 5. Highlight the key milestones in Air industry from its source up to date (20marks)