



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A Constituent College of JKUAT)**

(A Centre of Excellence)

# **Faculty of Business & Social Studies**

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR:  
**BACHELOR OF TOURISM MANAGEMENT**

BHT 4201: TRAVEL AGENCY MANAGEMENT

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2012**

**TIME ALLOWED: 2 HOURS**

## **INSTRUCTIONS TO CANDIDATES:**

This paper consists of **TWO** sections **A & B**

Answer **ALL** questions in section **A (COMPULSORY)** and any other **TWO** from section **B**

This paper consists of **TWO** printed pages

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## **SECTION A (Compulsory)**

### **Question One**

- a) Travel agencies and tour operators are two different businesses in the tourism industry. Explain their differences. **(10 marks)**
  - b) Identify the various sources of income for travel agency firms. **(4 marks)**
  - c) Outline **THREE** rules for recognition of travel agency businesses by the following authorities:
    - (i) The ministry of Tourism in Kenya
    - (ii) International Air Transport Association (IATA) **(6 marks)**
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- d) Explain the meaning of the following terms as used in travel and tourism business.
- (i) Tour package
  - (ii) Travel Information Manual (TIM)
  - (iii) Independent Travel
  - (iv) Commission
  - (v) Itinerary
- (10 marks)**

**SECTION B (Answer any TWO questions in this section)**

**Question Two**

- a) Explain the fiscal and non-fiscal incentives available for travel agencies and tour operators. **(10 marks)**
- b) Explain the functions of travel agencies to the travel and tourism industry. **(10 marks)**

**Question Three**

- a) Discuss the various principals involved in travel agency business and explain the role of each in the travel and tourism market. **(10 marks)**
- b) Analyze the significance of the public sector involvement in travel agency and tour operations business in Kenya. **(10 marks)**

**Question Four**

- a) Describe the forms of travel agency organizations basing on their types of ownership. **(10 marks)**
- b) Illustrate the organizational structure of a large full-fledged travel agency firm and give the functions of the various departments in the organization. **(10 marks)**

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