



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DTM 030: TRAVEL AGENCY TECHNIQUES

DATE: 10/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Name five skills required by successful travel agent. (5 marks)
- b) Highlight six items classified as dangerous commodities by IATA. (6 marks)
- c) Explain three reasons why travel agents sell travel insurance products to tourists. (6 marks)
- d) Name five common travel conditions covered by travel insurance. (5 marks)
- e) Explain four characteristics of hospitality and tourism products. (8 marks)

QUESTION TWO (20 MARKS)

- a) Travel agents normally target different types of clientele. Discuss six ways in which travel agents can segment their markets to ensure customers are satisfied with the products. (12 marks)
- b) Explain four advantages of computerized reservation system. (8 marks)

QUESTION THREE (20 MARKS)

- a) You are a tour agent working for Pollman Safaris, a group of Swedish tourists want to visit the Amboseli Game reserve in Kenya. Explain to the tourists the best mode of transportation from Sweden to Amboseli, clearly stating the advantages of the transport mode. (14 marks)
- b) State six details found universally in a passport. (6 marks)

QUESTION FOUR (20 MARKS)

- a) A travel agent working for Thomas Cook, has received a call from a German tourist who wants to travel to Tanzania for A safari. Explain the general information concerning Visa requirement, that the client must have been given. (10 marks)
- b) It is mid-september 2019, The Thomas cook travel company is closing down due to bankruptcy ,you have over 600,000 passengers booked under the company who have already travelled all over the world, passengers are panicking and calls have started streaming in from concerned travelers, as an experienced travel agent critically explain how you would handle the situation. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five roles played by the travel agents in the tourism industry. (10 marks)
- b) Martin works as a travel agent, located at jomo kenyatta international airport in Nairobi Kenya, a passenger travelling to Abuja Nigeria Using KQ wants to determine the free baggage allowance, in the baggage calculator online, explain the fields that must be completed in the flight and passenger section. (10 marks)