



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
HOSPITALITY AND TOURISM MANAGEMENT

DTM030: TRAVEL AGENCY TECHNIQUES

DATE: 5/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer question one and any other two questions

1.
 - a) Name five types of Travel Agents. (5 marks)
 - b) State Five Roles played by travel agents. (5 marks)
 - c) Name six tools that can be used for tour promotion. (6 marks)
 - d) Name four items classified as dangerous goods in Airlines. (4 marks)
 - e) Name five types of computerized reservation software's used in the hospitality and tourism industry. (5 marks)
 - f) State five Hospitality and Tourism products. (5 marks)
2.
 - a) Explain five characteristics of hospitality and tourism products. (10 marks)
 - b) Describe Five major tourist Attractions Found in Africa. (10 marks)
3.
 - a) Explain five ways a travel agent can segment a tourism market. (10 marks)
 - b) Discuss five advantages of computerized reservation systems used in hospitality and tourism industry. (10 marks)
4.
 - a) Name five types of passports (5 marks)
 - b) Explain five reasons for denial of visa (10 marks)
 - c) State five characteristics of Hospitality and tourism products. (5 marks)
5.
 - a) Explain the risks covered by travel insurance to the tourists. (10 marks)
 - b) Describe five factors to consider when choosing a mode of transport (10 marks)