



# The Co-operative University of Kenya

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019**

**EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT**

**UNIT CODE: DMTM 1105**

**UNIT TITLE: TRAVEL AGENCY OPERATIONS**

**DATE: 30<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- (a) Describe the tourism distribution channel (6 marks)
- (b) Outline **THREE** uses of brochures in a travel agency (6 marks)
- (c) Differentiate between a back to back and open leg flight pattern (6 marks)
- (d) Describe **THREE** types of passports (6 marks)
- (e) Outline **SIX** desirable skills of a professional travel agent (6 marks)

**QUESTION TWO**

- (a) Describe **FIVE** ways in which tours can be promoted by travel in a tourist destination (10 marks)
- (b) Describe **FIVE** challenges travel agents encounter in their operations (10 marks)

**QUESTION THREE**

- (a) Outline **FIVE** ways in which travel agents can use modern technology in their operations (10 marks)
- (b) Describe **FIVE** factors that may have contributed to the popularity of short break type of tours (10 marks)

**QUESTION FOUR**

- (a) Describe **FIVE** types of special interest tours that can be organized in a destination (10 marks)
- (b) Outline five factors that account for the popularity of coach tours in East Africa destinations (10 marks)

**QUESTION FIVE**

- (a) Outline **FIVE** main areas that International Air Travel Association (IATA) helps its members (10 marks)
- (b) Understanding the industry terminology used for different passport s important to tourists when filling them. Describe how the following terms are used (10 marks)
  - i. Alien
  - ii. National
  - iii. Non immigrant
  - iv. In transit
  - v. Stateless person