



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR IN HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 419: TRAVEL AGENCY MANAGEMENT

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Without income and profit a travel agent will not survive in the business. Highlight five main sources of their income (5 Marks)
- b) Outline any 10 daily procedures carried out in a travel agency business (5 Marks)
- c) Describe one strategy you would use in dealing with each of the following difficult clients
 - i) An angry client (2 Marks)
 - ii) Indecisive client (2 Marks)
 - iii) Just looking clients (2 Marks)
- d) Enumerate five guidelines that govern tour planning (5 Marks)
- e) Distinguish between short haul and long haul in terms of travel trade (4 Marks)
- f) Explain an intangible product as a characteristic of tourism product (3 Marks)
- g) Briefly explain two types of damages available to a party in a contract in a case of negligence (2 Marks)

QUESTION TWO

- a) Describe factors that make a theme park appeal more to clients than any other form of attraction for tourism (5 Marks)
- b) Explain factors that enhance the appeal of a destination (10 Marks)

QUESTION THREE

- a) Describe four ways through which a travel agency can attract clients in to the agency (8 Marks)
- b) Explain seven ways a travel agent can use to control internal fraud in the business (7 Marks)

QUESTION FOUR

- a) Research before itinerary planning is the most indispensable ingredient for a successful tour. Discuss (10 Marks)
- b) You are a travel agent working for Somak Africa. A group of Chinese tourists have made a call, briefly explain to them five factors to consider when choosing mode of transport from China to Mombasa Kenya (5 Marks)

QUESTION FIVE

- a) Explain the challenges of Information Technology (IT) faced by tourists in 21st Century (10 Marks)
- b) Describe five reasons the travel agencies have not taken full advantage of ICT's. (5 Marks)