

1. (a) There are certain conditions that an entrepreneur must meet in order to operate a travel agency business in Kenya. Explain **five** such requirements. (10 marks)
- (b) The Kenyan government is promoting tourism and travel activities in all counties. Explain **five** economic benefits that may be realised as a result of this. (10 marks)
2. (a) Travel agencies are important stakeholders in the tourism and travel industry. Explain **five** reasons that may account for the decline of this business in Kenya in the recent past. (10 marks)
- (b) Scheduled flights enjoy certain rights when flying in international airspace. Explain **five** circumstances under which a passenger aircraft may be denied landing in a foreign country. (10 marks)
3. (a) Highlight **five** conditions that may force the Airports Authority to refuse a passenger to board an aircraft. (10 marks)
- (b) Travel agents advise tourists to purchase insurance policy while on tours. Highlight **five** risks that may be covered by a travel insurance policy. (10 marks)
4. (a) Accidents occasionally occur at the airports during landing and take off. Highlight **five** causes of such accidents. (10 marks)
- (b) ABC Limited intends to establish a high class travel agency in Kenya. Explain **five** factors to consider in choosing a location for the business. (10 marks)
5. (a) Tourism companies have embraced modern technology in their day to day operations. Explain **five** merits of the Global Distribution System (GDS) in the travel sector. (10 marks)
- (b) Tour operators recommend the use of four wheel drive vehicles for visits to most wildlife parks in Kenya. Explain **five** reasons for this. (10 marks)
6. (a) Explain **five** illegal activities that the Customs Authority in Kenya discourages at the points of entry. (10 marks)
- (b) International Civil Aviation Organization (ICAO) is one of the global regulators in the aviation industry. Highlight **five** ways in which this organization may improve flight operations in Kenya. (10 marks)
7. (a) Palm Travellers Agency intends to affiliate its business with a similar foreign agency. Explain **five** benefits that the company may accrue from this partnership. (10 marks)
- (b) Travel agencies consider certain qualities before employing a member of staff. As a travel consultant, highlight **five** leadership qualities you may consider in choosing a travel manager. (10 marks)

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