

2912/207  
TRAVEL AGENCY  
November 2022  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN TOURISM MANAGEMENT

MODULE II

TRAVEL AGENCY

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer any FIVE questions in the answer booklet provided.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

**Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.**

1. (a) Explain **five** factors that should be considered when locating a travel agency business in a destination. (10 marks)
- (b) Suggest **five** strategies that may be used by a travel agent to create a positive working relationship with customers. (10 marks)
2. (a) Outline **five** skills required by travel consultants to enable them perform their duties effectively. (10 marks)
- (b) Explain **five** ways in which official airline guides are useful in travel agency operations. (10 marks)
3. (a) Outline **five** factors that may be considered by an airline when acquiring a fleet of aircrafts. (10 marks)
- (b) Explain **five** benefits that may accrue to travel agencies from using the global distribution system (GDS). (10 marks)
4. (a) Suggest **five** strategies that may be adopted to improve operations at the Jomo Kenyatta International Airport. (10 marks)
- (b) Outline **five** types of information required when booking an airline seat. (10 marks)
5. (a) Suggest **five** types of expenses that a traveller may settle using credit cards. (10 marks)
- (b) Explain **five** factors to be considered by a travel organizer when offering transfer services from an airport to a hotel. (10 marks)
6. (a) Outline **five** functions of the International Air Transport Association (IATA) in the travel industry. (10 marks)
- (b) Suggest **five** strategies that may be used by a government to manage the effects of outbreaks of pandemics on the air travel industry. (10 marks)
7. (a) Outline **five** stakeholder organizations that work with travel agents in their day to day operations. (10 marks)
- (b) Outline **five** legal requirements to be met before establishing a travel agency business in Kenya. (10 marks)

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