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MODULE III

TOUR AND TRAVEL OPERATION LEVEL 5

TOUR AND TRAVEL MANAGEMENT LEVEL 6

TO/OS/TTO/CC/03/5/MA

Provide Tour and Travel Customer Service

July/August 2026

TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC)

WRITTEN ASSESSMENT

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATE:

1. Confirm that you have been issued with the correct assessment tool (Course, Level, Unit Code and Unit name) before you begin.
2. This paper consists of **TWO** sections: **A** and **B**.
3. Answer **ALL** questions in section **A** and **ANY THREE (3)** questions in section B.
4. Marks for each question are indicated in the brackets.
5. Candidates are provided with a separate answer booklet
6. Do not write on the question paper.

This paper consists of THREE (3) printed pages.
Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing.

SECTION A (40 MARKS)

Answer ALL questions in this section.

1. You are working as a tour officer in a travel company preparing a group of international tourists for a 4-day safari. Outline FOUR details you would include in the pre-tour communication. (4 Marks)
2. International guests are visiting the country for the first time and expect professional handling. State FOUR procedures you would follow when receiving them professionally. (4 Marks)
3. Before the tour begins, you are required to brief guests who will be participating in wildlife viewing and outdoor activities in a game reserve. List FOUR elements to include in a safety briefing. (4 Marks)
4. The success of the tour depends on the tour supervisor to assign the most suitable guide for the tour. Identify FOUR factors you would consider when assigning a guide. (4 Marks)
5. As a tour consultant, you are required to tailor services to meet the expectations of a family visiting Kenya from abroad. State FOUR ways you would personalize tour services to meet their needs. (4 Marks)
6. During a multi-day tour, a guest complains about delays and poor service delivery. As the tour officer on duty, you are required to handle the complaint. Outline FOUR immediate actions you would take. (4 Marks)
7. After completing a successful tour, your company emphasizes maintaining customer relationships and encouraging repeat business. List FOUR methods you can use to conduct post-tour follow-up. (4 Marks)
8. Your organization aims to continuously improve service quality by collecting feedback from tourists after every tour. Identify FOUR tools used to collect customer feedback. (4 Marks)
9. While leading a group of tourists, a tour guide is expected to uphold high standards of professionalism to ensure customer satisfaction and company reputation. State FOUR professional behaviors a guide should demonstrate when handling guests. (4 Marks)
10. As a front-line staff in a tour company, you frequently interact with clients from different cultural backgrounds. Outline FOUR communication skills required when interacting with tourists. (4 Marks)

SECTION B (60 MARKS)

Answer THREE questions in this section.

10. A tour company is organizing a 3-day wildlife safari for a group of international guests visiting the country for the first time.
    a) Discuss FIVE key components you would include in pre-tour communication to ensure guests are well prepared. (10 Marks)
    b) Explain FIVE procedures you would follow when receiving and welcoming the guests upon arrival at the airport. (10 Marks)
11. During a guided tour in a game reserve, guests are expected to participate in activities such as game drives, nature walks, and cultural visits.
    a) Discuss FIVE elements you would include when conducting a comprehensive safety briefing before the activities begin. (10 Marks)
    b) Explain FIVE strategies you would use to ensure guests adhere to safety guidelines during the tour. (10 Marks)
12. A family consisting of two parents and three children has booked a customized tour package that includes wildlife viewing and cultural experiences.
    a) Discuss FIVE ways you would offer personalized tour services to meet their expectations. (10 Marks)
    b) Explain FIVE factors you would consider when assigning a suitable tour guide for this group. (10 Marks)
13. During a multi-day tour, several guests express dissatisfaction due to delays in the itinerary, poor communication from staff, and failure to meet some promised services.
    a) Discuss FIVE actions you would take to effectively handle the complaints and restore customer satisfaction. (10 Marks)
    b) Explain FIVE measures you would implement to prevent recurrence of such complaints in future tours. (10 Marks)