



**THE CO-OPERATIVE UNIVERSITY OF KENYA**

**END OF SEMESTER EXAMINATION MAY 2022**

**EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT**

**UNIT CODE: BTM 1205**

**UNIT TITLE: TRAVEL OPERATIONS**

**DATE: MAY 2022**

**TIME:**

**INSTRUCTIONS:**

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

**Question 1**

- a) Define the differences between a travel agent and tour agent **(4 Marks)**
- b) Discuss the main four roles of a travel agent in tourism **(8 Marks)**
- c) Different travel agents in the tourism industry provide different operational services based on their business model and market approach, describe six types of travel agents and their operations **(12 Marks)**

**Question 2**

- a) Using a well labeled diagram, draw and explain the travel distribution system **(10 Marks)**
- b) Outline the benefits of travel intermediaries to the producers and consumers in the tourism industry **(10 Marks)**

**Question 3**

- a) Globalization through technology and internet efficiency across the world has led to disintermediation of travel agent operations, as a modern travel agent, discuss some of the measures you'd take to ensure you survive and continue offer travel agency services in such competitive times **(20 Marks)**

#### **Question 4**

Jstar is an online travel agent registered in Kenya to offer different services to both business and leisure travelers, recently, the company management hired you to help improve the agency financial and operation performance, answer the following questions;

- a) Explain the types of fees you'd introduce to Jstar travel agency to increase the company financial performance **(10 Marks)**
- b) As the new Jstar operations manager, discuss five factors to consider while introducing and charging new fees to your clients **(10 Marks)**

#### **Question 5**

- a) Global distribution systems are widely used by travel agents to make reservations, highlight five examples of the GDS used in the travel agency business **(10 Marks)**
- b) In the wake of technology and social media, most companies have heavily invested in social media, explain the need and use of social media in a travel agency **(10 Marks)**