GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE CODE: BSTT 303

COURSE TITLE: TRAVEL AGENCY MANAGEMENT

DATE: 08 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

Case Study: Horizon Quest Travel Services

Horizon Quest Travel Services is a fast-growing travel agency located in Nakuru specializing in domestic tours, regional air ticketing within East Africa, educational travel, and visa facilitation services. The agency recently expanded its services to include corporate travel management and international leisure packages. Although the business has attracted many new clients, it is facing operational and strategic challenges.

The agency operates under a simple line organizational structure where all departmental heads report directly to the General Manager. Due to rapid growth, staff roles have become unclear, with ticketing officers sometimes handling visa processing and marketing officers assisting with reservations. This overlap has led to booking delays, fare misquotations, and occasional customer dissatisfaction.

Recently, Horizon Quest handled a student group traveling from Nairobi to Kigali. The agency quoted a promotional fare but failed to clearly explain fare conditions, including baggage limits and change penalties. Some students were forced to pay excess baggage fees at the airport. Additionally, the agency did not confirm special assistance for one student with a medical condition, causing distress during travel.

At the same time, Horizon Quest faces increasing competition from mobile-based booking platforms offering cheaper fares and instant confirmations. Customers are increasingly comparing prices online before visiting physical offices. Management is now considering investing in a modern CRS/GDS system, introducing staff training programs, strengthening ethical standards, and incorporating sustainable travel options such as community-based tourism packages.

By Lecturer

a) Using the case study, explain **three** ways Horizon Quest benefits tourism suppliers within the tourism distribution system. **[6 Marks]**

b) Outline **three** ways the current organizational structure of Horizon Quest contributes to operational inefficiencies **[6 Marks]**

c) Highlight **four** ways adoption of modern **ICT systems** can improve Horizon Quest's competitiveness. **[8 Marks]**

d) Explain **five** benefits Horizon Quest Travel Services may accrue for clearly communicating fare structures and booking conditions to customers. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) An international tourist complains that the tour delivered did not match what was advertised. Explain **five** steps the agency should take to professionally handle the complaint **[10 Marks]**

b) A new travel agency has opened in a highly competitive market. Describe **five** promotional techniques the agency can use to attract customers. . **[10 Marks]**

Question three

a) A client books an air ticket but later requests changes to travel dates. Explain **five** procedures a travel agent should follow when handling ticket revalidation or reissuance **[10 Marks]**

b) A tour consultant is designing a 4 Days 3 Nights Maasai Mara safari for international clients. Explain **five** operational factors the consultant must consider to ensure a successful itinerary **[10 Marks]**

Question Four

a) A tour operator is planning to introduce an eco-tourism package along the Kenyan Coast. Explain **five** sustainability practices that should be incorporated into the package. **[10 Marks]**

b) An airline signs a distribution agreement with several travel agencies. Explain **five** benefits the airline gains from working with travel agencies. . **[10 Marks]**

Question five

a) Explain **five** skills and competencies required for travel agents to enhance effective operations of the agencies **[10 Marks]**

b) Describe **five** types of airfares that travel agents consider when booking tickets for their clients **[10 Marks]**