



**EAST AFRICAN SCHOOL OF AVIATION
EXAMINATION**

CAT

IATA/SAFETY SECTION

**SUBJECT: TRAVEL INDUSTRY & THE TRAVEL
PROFESSIONAL**

STREAM: TTF NO: 13

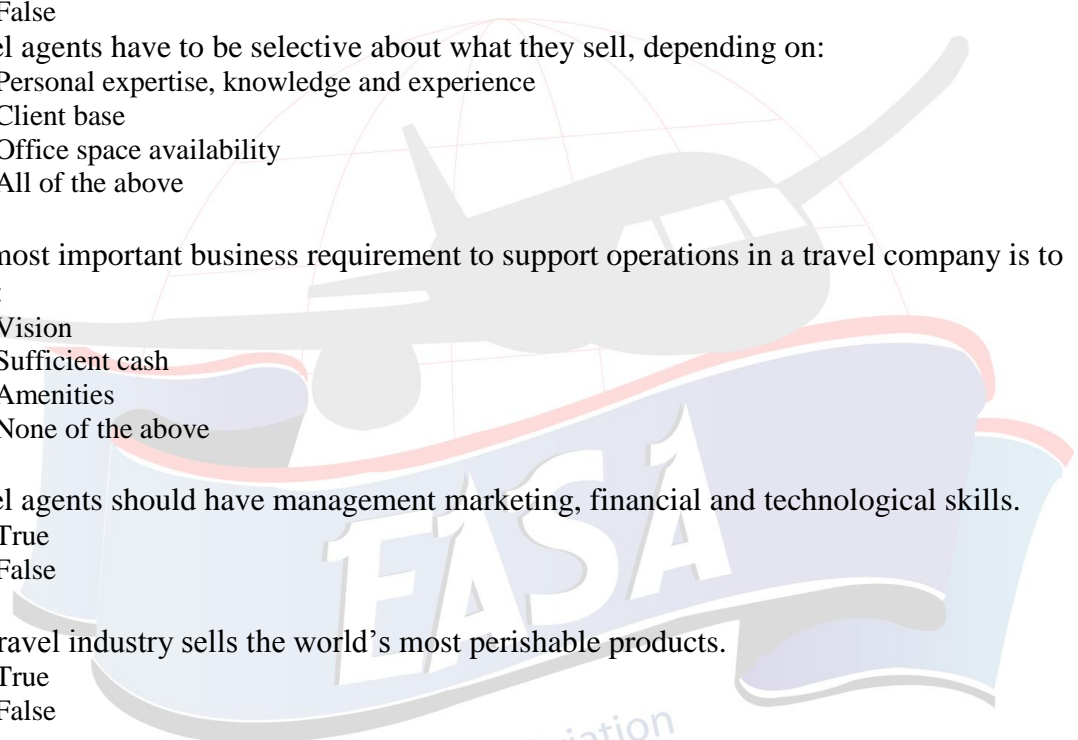
Duration: 2 Hrs

DAY/DATE: Monday, 18/02/2013

TIME: 11.00 – 1.00 P.M

INSTRUCTIONS TO CANDIDATE:

1. *This paper consists of SIX (6) printed pages*
2. *Answer ALL the questions.*
3. *Possible marks 30/30.*

1. To compensate for their higher costs, GSAs get paid:
 - A. Over-ride commissions
 - B. Higher salary
 - C. Service royalties
 - D. None of the above
 2. Families with children are one of the fastest growing holiday segments.
 - A. True
 - B. False
 3. Travel agents have to be selective about what they sell, depending on:
 - A. Personal expertise, knowledge and experience
 - B. Client base
 - C. Office space availability
 - D. All of the above
 4. The most important business requirement to support operations in a travel company is to have:
 - A. Vision
 - B. Sufficient cash
 - C. Amenities
 - D. None of the above
 5. Travel agents should have management marketing, financial and technological skills.
 - A. True
 - B. False
 6. The travel industry sells the world's most perishable products.
 - A. True
 - B. False
 7. All travel product suppliers sell their products to the customers directly.
 - A. True
 - B. False
 8. The high-level private sector-only travel and tourism lobbying group founded in 1990 with help from American Express is:
 - A. UFTAA
 - B. WTTC
 - C. IATA
 - D. ASTA
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9. The global representative of the international scheduled air transport industry is:
 - A. IATA
 - B. UFTAA
 - C. AICPA
 - D. WTTC

 10. Regional and national travel and tourism organizations actively sell their respective regions and destinations abroad.
 - A. True
 - B. False

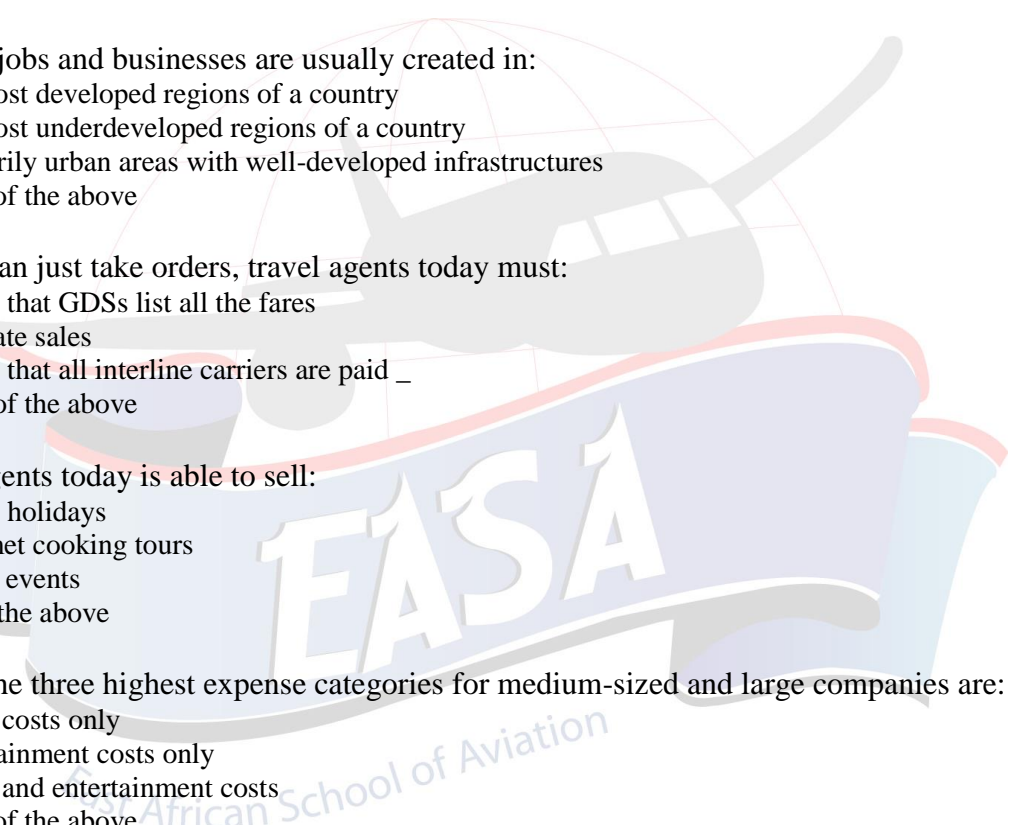
 11. Tourism jobs and businesses are usually created in:
 - A. the most developed regions of a country
 - B. the most underdeveloped regions of a country
 - C. primarily urban areas with well-developed infrastructures
 - D. none of the above

 12. Rather than just take orders, travel agents today must:
 - A. insure that GDSs list all the fares
 - B. generate sales
 - C. insure that all interline carriers are paid _
 - D. none of the above

 13. Travel agents today is able to sell:
 - A. health holidays
 - B. gourmet cooking tours
 - C. sports events
 - D. all of the above

 14. Among the three highest expense categories for medium-sized and large companies are:
 - A. travel costs only
 - B. entertainment costs only
 - C. travel and entertainment costs
 - D. none of the above

 15. Business sectors of the travel and tourism industry include:
 - A. airlines, hotels, tour wholesalers, and transportation providers
 - B. souvenir shops and restaurants
 - C. neither A nor B
 - D. both A and B

 16. Travel agents should have:
 - A. management and philosophy skills
 - B. management and historical research skills
 - C. management, marketing, financial, and technological skills
 - D. none of the above
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17. The way travel agents earn their income is changing. A growing trend is towards:
- A. Fee based services
 - B. Increased commission
 - C. Financial services
 - D. Increased mark-up
18. A major obstacle to tourism development and investment in a destination is a lack of:
- A. Attractions
 - B. Banks
 - C. Hotels
 - D. Accessibility
19. The depth and breadth of the travel and tourism industry make it open to a great diversity of:
- A. Employment opportunities
 - B. Money-losing opportunities
 - C. Fraud-inducing opportunities
 - D. None of the above
20. Regional and national travel and tourism organizations actively sell their respective regions and destinations abroad.
- A. True
 - B. False
21. The only global body representing the interests of travel agents world-wide is:
- A. IATA
 - B. UFTAA
 - C. AICPA
 - D. WTTC
22. The world's largest export earner is:
- A. international tourism
 - B. North American tourism
 - C. domestic tourism
 - D. none of the above
23. Tourism development projects usually help to improve:
- A. the living conditions of tourists
 - B. the financial tax burden of the area
 - C. the living conditions of local residents
 - D. none of the above

24. Hotels and airlines offer travel agents commission-free rates, called:
- A. Tax-free rates
 - B. Contract rates
 - C. Net rates
 - D. None of the above
25. Consumer protection rights mean that:
- A. the threat of legal action always exists
 - B. customers have become more loyal
 - C. the number of suppliers has dwindled
 - D. none of the above
26. Financial pressures in the travel industry today have most affected:
- A. small travel agencies
 - B. medium—sized travel agencies
 - C. global chains
 - D. travel agents, but not their agencies
27. A GSA is a:
- A. Government sponsored agent
 - B. Guaranteed service agent
 - C. General sales agent
 - D. Gross sales agent
28. Agencies may derive income by charging for:
- A. visa-procurement services and issuance of travelers cheques
 - B. sale of health insurance
 - C. A and B
 - D. none of the above
29. The five essential elements of a successful destination include accommodation, accessibility, activities, amenities, and:
- A. avenues of travel
 - B. allowances
 - C. attractions
 - D. none of the above
30. High standards of infrastructure services and facilities are critical for sustainable business in the travel industry.
- A. True
 - B. False