**Read the abstract below and answer the questions that follow.**

# ABSTRACT

Air Travel Agents offer vital services that create a one stop shop for air travelers who seek comprehensive booking services for travel and destination accommodation. In the past few years, traditional Air travel agents have encountered litany of challenges which have threatened their existence through poor performance. These challenges include Pandemics that halt Air travel, unpredictable clientele and extensive service delivery demands for impulsive travelers, periodic low seasons and unexpected travel cancellations, heightened competition and fast moving technological advances. Thus, this study, sought to investigate effect of restructuring strategies on performance for Air Travel Agencies in Kenya. The study specific objectives were to determine effect of downsizing strategy, outsourcing strategy, operational reorganization strategy and technology integration strategy on performance of Air travel Agencies in Kenya. The study was underpinned on the Resource Based View theory (RBV), Schumpeter Innovation theory and Agency theory. The study adopted descriptive survey design. The unit of analysis for the study was 80 ATAs registered and licensed Air travel Agents in Kenya. The unit of observation were 240 members of staff drawn from Sales and Marketing, Operations and Finance departments. Using Taro Yamane formula for statistical calculation, a sample size of 71 respondents was determined where stratified random sampling was utilized in categorization. Structured questionnaire with close-ended questions shall be utilized in collecting primary data from respondents. Both descriptive and inferential techniques were utilized in data analysis, with descriptive analysis employing mean and standard deviation, whereas inferential analysis will adopted linear regression analysis. The study established that downsizing strategy positively impacted on enhanced performance for air travel agents. Downsizing strategy resulted in cutting down significantly on operational costs which boosted operational efficiency for air travel agents. Study also found that outsourcing wielded positive impact on performance of air travel agents, as it resulted in enhancing efficiency and speeds of service delivery. Further the study established that operational reorganization strategy contributed in enhancing performance of air travel agents through eliminating wastage in personnel time and releasing firm resources for more core business activities which boosts overall productivity. Finally, the study established that technology integration strategy impacted in boosting operational efficiency, speed of task execution, increased visibility and more customer inquiries which increased sales and boosted performance of air travel agents. The study recommends for increased networking and business sharing among air travel agents which results in increased market access and tap into emerging trends in air travel services to boost capacity and operations. The study also recommends for modernization of financial transactions and digitization through adopting modern technologies and gaining training on latest internet marketing technologies for enhanced capacity to boost operation of air travel agents.

**Required**

1. After reading the abstract, suggest a good title of for the study. **(3 Marks)**
2. Write down 4 specific objectives for this study. **(8 Marks)**
3. Draw a conceptual framework for this study. **(10 Marks)**
4. Justify use of stratified random sampling technique in this study. **(4 Marks)**
5. In your views, explain five ethical issues that the study had to consider. **(5 Marks)**