

TOUR PACKAGE DEVELOPMENT

UNIT CODE: TO/CU/TM/CR/01/5/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Develop tour packages

Duration of Unit: 120 hours

Unit Description

This unit describes the competencies required to develop tour packages. It involves identifying customer tour requirements and matching them with established suppliers' contracts, developing tour itineraries, documenting tour packages and itineraries and supervising tour package feedback.

Summary of Learning Outcomes

1. Identify customer tour requirements
2. Match customer tour requirements with established suppliers' contracts
3. Develop tour itinerary
4. Document tour packages and itineraries
5. Supervise tour package Feedback

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Identify customer tour requirements	<p>Theory:</p> <ul style="list-style-type: none">• Basic tourism concepts• Natural history of Flora and fauna• Customer care service<ul style="list-style-type: none">○ Customer profiles development○ Establishment of customer contact• Tour operations techniques• Tourism geography• History and culture of people of east Africa.• Tourism product development• Reservations systems• Tourism marketing• Legal issues in tours	<p>Observation</p> <p>Written</p> <p>Oral</p> <p>Third party report</p>

	<ul style="list-style-type: none"> • Transport and tours • Destination management • Research methods • Principles of management • Public relations • Customer profiles development • Establishment of customer contact <p>Practical:</p> <ul style="list-style-type: none"> • Create customer profiles • Respond to customer inquiries 	
2. Match customer tour requirements with established suppliers' contracts	<p>Theory:</p> <ul style="list-style-type: none"> • Documentation of components tour products <ul style="list-style-type: none"> ○ Attractions ○ Activities ○ Accommodation ○ Accessibility ○ Amenities/ancillary services • Tourism product diversification and value addition • Negotiating and contracting with suppliers <ul style="list-style-type: none"> ○ Law of contract ○ Contract rates ○ Quality of service ○ Duration of contracts <p>Practice:</p> <ul style="list-style-type: none"> • Generate list of components of the tourism product in different tourist circuits in Kenya • Research on different tariffs and rates for tourism services • Matching customer tour requirements with supplier products 	<p>Observation</p> <p>Written</p> <p>Oral</p> <p>Third party report</p>
3. Develop tour itinerary	<p>Theory:</p> <ul style="list-style-type: none"> • Tourist circuits • Tour itinerary <ul style="list-style-type: none"> ○ Types of tour itineraries ○ Sources of information for 	<p>Written</p> <p>Oral</p> <p>Observation</p> <p>Third party</p>

	<p>itineraries</p> <ul style="list-style-type: none"> ○ Factors to consider in developing tour itineraries ○ Development of itineraries <ul style="list-style-type: none"> ● Tour costing <ul style="list-style-type: none"> ○ Tour cost concept ○ Types of costs ○ Elements of tour costing ○ Factors determining tour costing ○ Inclusions and exclusions in tour costing ○ Items to be included in a tour cost ○ Items not to be included in a tour cost ○ Conditions for tour payments ● Communication of the tour cost offer <p>Practice:</p> <ul style="list-style-type: none"> ● Design itineraries ● Cost tour packages ● Compile tour terms and conditions ● Communicate tour package offers 	report
4. Document tour packages and itineraries	<p>Theory:</p> <ul style="list-style-type: none"> ● Concept of tour package ● Types of tour packages ● Concepts of report ● Types of report ● Components of a tour package report ● Dissemination of tour report <p>Practice:</p> <ul style="list-style-type: none"> ● Develop tour reports for specified periods 	Oral Observation Written Third party report
4. Supervise tour package Feedback	<ul style="list-style-type: none"> ● Concept of feedback ● Types of feedback techniques ● Feedback performance indicators ● Feedback evaluation 	Oral Observation Written

	<ul style="list-style-type: none"> • Feedback dissemination • Feedback implementers Practice: <ul style="list-style-type: none"> • Undertake personal observation on performance of tasks • Carry out surveys on tourism product 	Third party report
--	--	--------------------

Suggested Methods of Instruction:

- Instructor lead facilitation of theory
- Practical demonstration of tasks
- Practice by trainee
- Simulation/Role play
- Group Discussion

List of Recommended Resources

<ul style="list-style-type: none"> • Computers • Reservation systems • Telephones • Maps • Sample tour brochures • Sample itineraries • Office stationery • List of tariffs • Standard operating procedures • List of suppliers • Sample contracts 	<ul style="list-style-type: none"> • Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Consumer protection Act 2012 • TRA regulations • EMCA 1999 	<ul style="list-style-type: none"> • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]
---	--	---