

## TRAVEL PACKAGE DEVELOPMENT

**UNIT CODE: TO/CU/TM/CR/02/5/A**

### Relationship to Occupational Standards

This unit addresses the unit of competency: Develop travel packages

**Duration of Unit:** 120 hours

### Unit Description

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

### Summary of Learning Outcomes

1. Identify customer travel requirements
2. Match customer travel requirements with established suppliers' contracts
3. Develop travel itinerary
4. Document travel itineraries
5. Supervise travel package feedback

### Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Identify customer travel requirements	Theory: <ul style="list-style-type: none"><li>• Definition of terms</li><li>• Travel agency techniques</li><li>• Travel stakeholder organizations</li><li>• Travel geography</li><li>• Travel destinations, attractions and facilities</li><li>• IATA Regulations</li><li>• Legal aspects of travel</li><li>• Travel formalities</li><li>• Types of travel documents</li><li>• Air fare and ticketing</li><li>• 3 letter city and airport codes</li></ul>	Observation Written Oral Third party report

	<ul style="list-style-type: none"> <li>• Customer contact <ul style="list-style-type: none"> <li>○ Procedures and processes involved in establishing customer contact.</li> <li>○ Reservation systems</li> <li>○ Modes of payment</li> <li>○ Sections of an airport</li> <li>○ Airport activities</li> <li>○ Airport facilities</li> </ul> </li> </ul> <p>Practical:</p> <ul style="list-style-type: none"> <li>• Establish customer contact</li> <li>• Identify customers travel requirements</li> <li>• Create customer profiles</li> <li>• Locate travel destination</li> </ul>	
<p>2. Match customer travel requirements with established suppliers' contracts</p>	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Identification of travel components <ul style="list-style-type: none"> <li>○ Modes and means of transport</li> </ul> </li> <li>• Documentation of components of travel products <ul style="list-style-type: none"> <li>○ Attraction</li> <li>○ Accessibility</li> <li>○ Accommodation</li> <li>○ Amenities/ ancillary services</li> <li>○ Activities</li> </ul> </li> <li>• Travel supplier products</li> <li>• Travel distribution systems <ul style="list-style-type: none"> <li>○ Meaning of travel distribution systems</li> <li>○ Principals of travel distribution systems</li> <li>○ Functions of a travel distribution system</li> </ul> </li> <li>• Negotiation and contracting with travel suppliers <ul style="list-style-type: none"> <li>○ Air fares and tickets</li> <li>○ The law of contract</li> <li>○ Contact rates</li> <li>○ Quality of service and duration</li> </ul> </li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral</p> <p>Third party report</p>

	<p style="text-align: center;">of contracts</p> <ul style="list-style-type: none"> <li>• Matching customer requirements with travel supplier products <ul style="list-style-type: none"> <li>○ Needs and wants</li> <li>○ Types of travellers</li> <li>○ Motivation for travel</li> <li>○ Classes of travel( Economy , Business, First class )</li> <li>○ Class of accommodation(tariffs , modes of payment )</li> </ul> </li> </ul> <p>Practical:</p> <ul style="list-style-type: none"> <li>• Identify customer travel requirements</li> <li>• Classify travellers</li> <li>• Develop accommodation charts</li> <li>• Develop travel contracts</li> </ul>	
<p>3. Develop travel itinerary</p>	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Travel itineraries <ul style="list-style-type: none"> <li>○ Types of travel itineraries</li> <li>○ Sources of information for travel itineraries</li> <li>○ Factors to consider when developing travel itineraries</li> <li>○ Development of travel itineraries</li> </ul> </li> <li>• Costing travel packages <ul style="list-style-type: none"> <li>○ Travel cost concept</li> <li>○ Types of travel costs</li> <li>○ Elements of a travel cost</li> <li>○ Factors determining travel cost</li> <li>○ Items to be included in travel costs</li> <li>○ Items not to be included in travel costs</li> <li>○ Conditions for travel payments</li> </ul> </li> <li>• Terms and conditions of travel</li> <li>• Communication of travel offer</li> </ul> <p>Practical:</p> <ul style="list-style-type: none"> <li>• Develop travel itineraries</li> <li>• Price travel packages</li> </ul>	<p>Written Oral Observation  Third party report</p>

	<ul style="list-style-type: none"> <li>• Interpreting terms and conditions</li> <li>• Respond to client enquiries</li> <li>• Reserve travel services</li> <li>• Communicate a travel offer</li> </ul>	
4. Document travel itineraries	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Concept of travel package</li> <li>• Types of travel packages</li> <li>• Concept of travel report</li> <li>• Types of travel reports</li> <li>• Components of a travel package report</li> <li>• Dissemination of a travel report</li> </ul> <p>Practical:</p> <ul style="list-style-type: none"> <li>• Develop travel reports for specified periods</li> </ul>	<p>Oral</p> <p>Observation</p> <p>Written</p> <p>Third party report</p>
5. Supervise travel package feedback	<ul style="list-style-type: none"> <li>• Concept of feedback</li> <li>• Types of feedback techniques</li> <li>• Feedback performance indicators</li> <li>• Feedback evaluation</li> <li>• Feedback dissemination</li> <li>• Feedback implementers</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Undertake personal observation on performance of tasks</li> <li>• Carry out surveys on travel product</li> </ul>	<p>Oral</p> <p>Observation</p> <p>Written</p> <p>Third party report</p>

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