

DEVELOP TOUR PACKAGES

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

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.

It applies in the Tourism Industry.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make the workplace function	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Identify customers' tour requirements	1. 1Customer contact is established in accordance with SOPs. 1. 2 <i>Customer tour requirements</i> are acknowledged and confirmed as per SOPs. 1. 3 <i>Customer information</i> identified and requirements are recorded as per SOPs.
2. Match customer tour requirements with established suppliers' contracts.	2.1 Appropriate tour components are identified based on customer's requirements and workplace products. 2.2 The supplier contracts are negotiated as SOPs. 2.3 The customer tour requirements are harmonised with <i>available supplier products</i> and services as per SOPs.
3. Develop tour itinerary	3.1 Tour itineraries are developed based on customer preferences and SOPs. 3.2 <i>Tour packages</i> are priced based on itineraries developed. 3.3 <i>Terms and conditions</i> of the tour are analysed and communicated as per supplier and SOPs. 3.4 Tour requirements are communicated to customers as per SOPs. 3.5 <i>Tour offer is</i> offered to customer for consideration as per SOPs.
4. Document tour packages and itineraries	4.1 Tour package report is prepared as per SOPs. 4.2 Developed tour packages and itineraries are documented and disseminated to implementers as

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	per SOPs. 4.3 Documented tour packages and itineraries are filed as per the SOPs.
5. Supervise tour package Feedback	5.1 Internal <i>feedback mechanisms</i> are implemented as per the SOPs 5.2 <i>Performance indicators</i> are recognised as per the SOPs 5.3 Feedback is analysed as per the SOPs 5.4 Feedback is communicated to implementers as per the SOPs

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variables	Range <i>May include but is not limited to:</i>
1. Contact methods	<ul style="list-style-type: none"> • Face-to-face • Telephone • Electronic (WhatsApp business) • Questionnaires • Interviews
2. Customer tour requirements	<ul style="list-style-type: none"> • Preferences • Budget
3. Customer information	<ul style="list-style-type: none"> • Nationality • Demographics • Number • Type
4. Tour components	<ul style="list-style-type: none"> • Accommodation • Transport • Attractions • Entertainment
5. Supplier products	<ul style="list-style-type: none"> • Accommodation • Transport

Variables	Range <i>May include but is not limited to:</i>
	<ul style="list-style-type: none"> • Attractions • Entertainment
6. Tour itineraries	<ul style="list-style-type: none"> • Customized • Standardized • Individual • Group
7. Tour packages	<ul style="list-style-type: none"> • Exclusive tours • Special interest tours • Regular departure tours
8. Terms and conditions	<ul style="list-style-type: none"> • Payment • Reservations • Insurance • Suppliers
9. Feedback	<ul style="list-style-type: none"> • Tour Cost • Reservation Status • Itinerary
10. Tour proposal	<ul style="list-style-type: none"> • Itinerary • Cost • Terms and conditions
11. Feedback mechanisms	<ul style="list-style-type: none"> • Questionnaire • Website review area • Face to face • Review apps
12. Performance indicators	<ul style="list-style-type: none"> • Meet n greet • Airport transfer • Vehicle cleanliness • Front office reception • Room quality • Flight experience • Food quality • Housekeeping and laundry quality • Food and beverage service

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

- Communication
- Numeracy
- Interpersonal
- Selling
- Marketing
- Research
- Problem solving
- Critical thinking
- Organizational
- Technological
- Negotiation

Knowledge

- Commentary techniques
- Tour emergencies
- Customer knowledge
- Customer care tools
- Tour and travel customer safety and security issues
- Basic tourism concepts
- Natural history of Flora and fauna
- Tourism and travel geography
- History of people of east Africa.
- Tourism product knowledge
- Reservations
- Tour Costing
- Market segmentation
- Customer analysis
- Law of contract
- Passenger Transport
- Local destinations
- Research methods
- Marketing
- Travel knowledge
- Proposal writing
- Principles of management
- Public relations
- Tour costing concept
- Reservations

- Tour Costing

EVIDENCE GUIDE

<p>1. Critical Aspects of Competency</p>	<p><i>Assessment requires evidence that the candidate:</i></p> <ul style="list-style-type: none"> 1.1 Established customer contacts correctly. 1.2 Identified and confirmed customer tour requirements suitably. 1.3 Recorded customer information and identified tour requirements properly. 1.4 Correctly identified tour components matching customer requirements 1.5 Matched customer tour requirements are with available supplier products and services correctly. 1.6 Designed tour itineraries suitably. 1.7 Priced the designed tour packages correctly. 1.8 Properly established terms and conditions of the tour 1.9 Timely provided feedback to customer for consideration 1.10 Reserved customer’s tour correctly 1.11 Successfully communicated Tour requirements to customers 1.12 Prepared tour package development report appropriately. 1.13 Documented and disseminated developed tour packages and itineraries to implementers. 1.14 Designed internal feedback mechanisms as per the SOPs 1.15 Correctly identified performance indicators as per the SOPs 1.16 Analysed feedback 1.17 Communicated feedback to implementers
<p>2. Resource Implications</p>	<p>The following resources should be provided for assessment:</p> <ul style="list-style-type: none"> 2.1 Field tours and excursions 2.2 A functional tour office 2.3 Simulated tour office
<p>3. Methods of Assessment</p>	<p>Competence in this unit MAY be assessed through:</p> <ul style="list-style-type: none"> 3.1 Observation 3.2 Written tests 3.3 Projects 3.4 Oral tests 3.5 Portfolio 3.6 Case study 3.7 Third party report /Witness testimony

4. Context of Assessment	Competence may be assessed: <ul style="list-style-type: none">• On-the-job;• Off-the-job• During workplace attachment/experience
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry, workplace and job role is recommended.

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