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**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARD**

**FOR**

**TOUR AND TRAVEL OPERATOR**

**KNQF LEVEL 5**

**ISCED PROGRAMME CODE: 1015454A**

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# COPYRIGHT PAGE

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First Edition, 2024

# FOREWORD

Provision of quality education and training is fundamental to the Government’s overall strategy for socio-economic development. Quality education and training contribute to achievement focused on Kenya’s development blueprint and sustainable development goals.

Reforms in the education and training sector are necessary for achievement of Kenya Vision 2030 and meeting the provisions the Constitution of Kenya. The education sector had to be aligned to the Constitution and this resulted in formulation of the Policy Framework for Reforming Education and Training (Sessional Paper No. 1 of 2019). A key feature of this policy is the change in the design and delivery of TVET training. The reforms include making TVET competency-based, developing the curriculum in collaboration with industry, certifying learners based on demonstrated competence, and allowing multiple entry and exit points in TVET programmes.

These reforms emphasize the role of industry as key collaborators in curriculum development to ensure it aligns with their competence needs. It is against this background that this Curriculum has been developed.

It is my conviction that this curriculum will play a great role towards development of competent human resource for the tourism sector’s growth and sustainable development.

# PREFACE

The development of this National Occupational Standards (NOS) for accommodation operations attendant marks a significant milestone in our ongoing efforts to enhance the quality and professionalism of Kenya's hospitality sector. These standards, aligned with the Kenya National Qualifications Framework (KNQF) Level 4, provide a comprehensive framework of the competencies required for accommodation operations attendants to excel in their role as key operational leaders.

In an era where the hospitality industry plays a crucial role in our economy, particularly in supporting tourism and local businesses, the need for skilled and competent professionals at the supervisory level cannot be overstated. These standards have been meticulously crafted to ensure that they reflect current industry practices, technological advancements, and customer service expectations.

The National Occupational Standard (NOS) cover a wide range of competencies, from team leadership and operational management to the intricacies of food and beverage service, quality control, and customer experience enhancement. They are designed to serve as a benchmark for training institutions, a guide for employers, and a roadmap for career development for those in or aspiring to supervisory positions in food and beverage operations.

We encourage all stakeholders - training providers, employers, and practitioners - to adopt these standards. Their implementation will contribute significantly to raising the bar in service quality, enhancing operational efficiency, and ultimately, strengthening Kenya's position in the hospitality market.

# ACKNOWLEDGEMENT

The successful development of the accommodation operations attendant occupational standards was a result of collaborative efforts and invaluable contributions from various stakeholders. I extend my deepest gratitude to the hospitality industry for their unwavering support and insight into the current and future skills required in this rapidly evolving sector.

I recognize with appreciation the role of industry experts who dedicated their time and expertise to ensure this curriculum meets the demands of the hospitality field. Their guidance has been instrumental in creating a program that is both practical and aligned with industry standards.

I also wish to acknowledge the subject matter experts for their commitment to ensuring the curriculum is academically robust and competency-based. Their efforts have been pivotal in bridging the gap between theoretical knowledge and practical application.

Finally, I express my sincere appreciation to the TVET Authority (TVETA) for their guidance, oversight, and dedication throughout the development process. Their commitment to upholding quality and relevance in TVET education has been a cornerstone of this initiative.

To all who contributed in one way or another, your efforts have ensured that this curriculum will serve as a benchmark for excellence in training and a pathway for producing highly skilled professionals in the telecommunication technology sector.

# ACRONYMS AND ABBREVIATION

KNQF Kenya National Qualification Framework

TVETA Technical and Vocational Education and Training Authority

KNQA Kenya National Qualification Authority

# KEY TO UNIT CODE

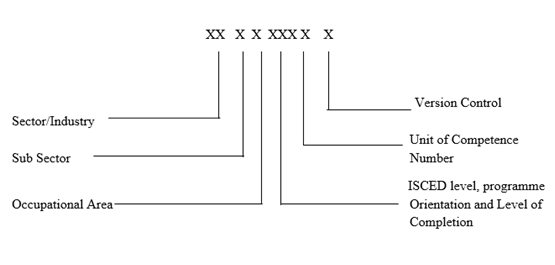


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# OCCUPATION STANDARD OVERVIEW

Tour and Travel Consultant Level 5 Occupational Standard describes the competencies required to work as a Tour and Travel Consultant. The core competencies required by Tour and Travel Consultant includes develop tour and travel packages, conduct tour bookings/reservation, organize tour safaris and transfer and process flight booking/ reservation.

**SUMMARY OF UNITS OF COMPETENCY**

|  |  |
| --- | --- |
| **BASIC UNITS OF COMPETENCY** | |
| **UNIT CODE** | **UNIT TITLE** |
| 0413 441 01A | Apply Digital Literacy |
| 0031 441 02A | Apply Communication Skills |
| 0417 441 03A | Apply Work Ethics and Practices |
| 0413 441 04A | Apply Entrepreneurial Skills |
| **COMMON UNITS OF COMPETENCY** | |
| 0111 451 05A | Conduct Tourism Research |
| 0417 451 06A | Provide Tour Customer Service |
| 1015 451 07A | Apply Tourism Fundamental |
| **CORE UNITS OF COMPETENCY** | |
| 1015 451 08A | Develop Tour And Travel Packages |
| 1015 451 09A | Conduct Tour Bookings/Reservation |
| 1015 451 10A | Organize Tour Safaris And Transfer |
| 1015 451 11A | Process Flight Booking/ Reservation |

# 

## BASIC UNITS OF COMPETENCY

# APPLY DIGITAL LITERACY

**UNIT CODE:** 0611 441 01A

**UNIT DESCRIPTION:**

This unit covers the competencies required to demonstrate digital literacy. It involves operating computer devices, solving tasks using the Office suite, accessing online/offline data and information, performing online communication and collaboration, applying cybersecurity skills and performing jobs online. It also involves applying job entry techniques.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Operate computer devices | 1.1 C***omputer device*** usage is determined as per workplace requirements.  1.2 ***Computer hardware*** is identified according to job requirements.  1.3 ***Computer software*** is identified according to workplace requirements.  1.4 Computer devices are turned on or off as per the correct workplace procedure.  1.5 ***Mouse techniques*** are applied in solving tasks as per workplace requirements.  1.6 Keyboard techniques are applied in solving tasks as per workplace requirements.  1.7 Computer files and folders are created and managed as per workplace requirements.  1.8 ***Internet connection option***s are identified and applied in connecting computer devices to the Internet.  1.9 ***External devices*** are identified and connected to the computer devices as per the job requirement. |
| 2. Solve tasks using Office suite | ***2.1 Word processing concepts*** are applied in solving workplace tasks as per job requirements.  ***2.2*** Worksheet data is entered and prepared in accordance with work procedures.  ***2.3*** Worksheet data is built and edited in accordance with workplace procedures.  ***2.4 Data manipulation*** on a worksheet is undertaken in accordance with work requirements. |

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
|  | 2.3 Worksheets are saved and printed in accordance with job requirements.  2.4 ***Electronic presentation concepts*** are applied in solving workplace tasks as per job requirements. |
| 3. Manage data and information | 3.1 Office ***internet services*** are identified and applied in accordance with office procedures.  3.2 ***Internet access applications*** are determined in accordance with office operation procedures.  3.3 Internet search is performed as per job requirements.  3.4 Online digital content is downloaded in accordance with workplace requirements.  3.5 Digital content is identified and backed up in accordance with workplace procedures. |
| 4. Perform online communication and collaboration | 4.1 Netiquette principles are observed as per work requirements.  4.2 Electronic mail communication is executed in accordance with workplace policy.  4.3 Digital content copyright and licenses are identified and applied according to workplace policies and regulatory requirements.  4.4 ***Online collaboration tools*** are applied in accordance with workplace policies and regulatory requirements. |
| 5. Apply cybersecurity  skills | ***5.1 Data protection*** and ***privacy*** is classified in accordance with workplace policies and regulatory requirements.  ***5.2 Internet security threats*** are identified as per workplace policies and regulatory requirements.  ***5.3*** Computer threats and crimes are detected in accordance to Information Management security guidelines  ***5.4 Cybersecurity control measures*** are applied in accordance with workplace policies and regulatory requirements. |
| 6. Perform online jobs | ***6.1 Online job platforms*** are identified as per the job requirements.  ***6.2*** Online accounts and profiles are created in accordance with the work requirements.  ***6.3*** Online jobs are identified according to the bidder’s skillset.  ***6.4*** Online digital identity is managed according to industry best practices. |
| **ELEMENT**  These describe the key outcomes that make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
|  | ***6.5*** Online job bidding is done as per the specific job requirements.  ***6.6*** Online tasks are executed according to the job requirements.  ***6.7*** Personal online payment account is managed in accordance with financial regulations. |
| 7. Apply job entry techniques | ***7.1 Job opportunities*** are sought based on competencies.  ***7.2*** A winning resume/CV is developed as per job advertisement.  ***7.3***  An application/cover letter is developed based on the job advertisement.  ***7.4 certificates and testimonials*** are organized as per resume.  ***7.5 Interview skills*** are demonstrated as per job advertisement. |

**RANGE**

This section provides a work environment and conditions to which the performance criteria apply.

It allows for a different work environment and situations that will affect performance.

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Computer devices may include but are not limited to: | * Desktops * Laptops * Smart phones * Tablets * Smart watches |
| 2. Computer hardware may include but are not limited to: | * The System Unit E.g. Motherboard, CPU, casing, * Input Devices e.g. Pointing, keying, scanning, voice/speech recognition, direct data capture devices. * Output Devices e.g. hardcopy output and softcopy output * Storage Devices e.g. main memory e.g. RAM, secondary storage (Solid state devices, Hard Drives, CDs & DVDs, Memory cards, Flash drives * Computer Ports e.g. HDMI, DVI, VGA, USB type C etc. |

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 3. Computer software may include but are not limited to: | * System software e.g. Operating System   (Windows, Macintosh, Linux, Android, iOS)   * Application Software e.g. Word Processors, Spreadsheets, Presentations etc. * Utility Software e.g. Antivirus programs |
| 4. External devices may include but are not limited to: | * Printers * Projectors * Smart Boards * Speakers * External storage drives * Digital/Smart TVs |
| 5. Word processing concepts may include but are not limited to: | * Creating word documents * Editing word documents * Formatting word documents * Saving word documents * Printing word documents |
| 6. Mouse techniques may include but are not limited to: | * Clicking * Double-clicking * Right-clicking * Drag and drop |
| 7. Internet connection options may include but are not limited to: | * Mobile Networks/Data Plans * Wireless Hotspots * Cabled (Ethernet/Fiber) * Dial-Up * Satellite * ISDN (Integrated Services Digital Network) |
| 8. Data manipulation may include but are not limited to: | * Use of formulae * Use of functions * Sorting * Filtering * Visual representation using charts |
| 9. Electronic presentation concepts may include but are not limited to: | * Creating slides * Editing slides * Formatting slides * Applying slide effects and transitions * Creating and playing slideshows * Saving presentations * Printing slides and handouts |

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 10. Internet services may include but are not limited to: | * Communication Services * Information Retrieval Services * File Transfer * World Wide Web Services * Web Services * Directory Services * Automatic Network Address Configuration * NewsGroup * Ecommerce |
| 11. Internet access applications/software may include but are not limited to: | * Browsers * Email Apps * eCommerce Apps |
| 12. Online collaboration tools may include but are not limited to: | * Online Storage * Online productivity applications * Online meetings, * Online learning environments, * Online calendars * Social networks |
| 13. Data protection and privacy may include but not limited to: | * Confidentiality of data/information * Integrity of data/information * Availability of data/information |
| 14. Internet security threats may include but not limited to: | * Malware attacks * Social engineering attacks * Software supply chain attacks * Advanced persistent threats (APT) * Distributed denial of service (DDoS) * Man-in-the-middle attack (MitM) * Password attacks * IoT Attacks * [Phishing Attacks](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#phishing-attacks) * [Ransomware](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#ransomware) |
| 15. Security threats control measures may include but not limited to: | * Counter measures against cyber terrorism * Physical Controls * Technical/Logical Controls * Operational Controls |
| **Variable** | **Range** |
| 16. Online job platforms may include but are not limited to: | * Remotask * Data annotation.tech * Cloudworker * Upwork * Oneforma * Appen |
| 17. Job opportunities may include but not limited to: | * Self employment * Service provision * product development * salaried employment |
| 18. Certificates and testimonials may include but not limited to: | * Academic credentials * Letters of previous employments/ services rendered * Letters of commendation * Certifications of participation * Awards |
| 19. Interview skills may include but not limited to: | * Listening skills * Grooming * Language command * Articulation of issues * Body language * Time management * Honesty * Generally knowledgeable in current affairs and technical area |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Computer Hardware and Software Concepts
* Computer Security Concepts (Data security and privacy)
* Cyber security threats and control measures
* Understanding Computer Crimes
* Detection and protection against computer crimes
* Laws governing protection of ICT in Kenya
* Digital Identity Management
* Netiquette Principles
* Fundamentals of Copyright and Licenses
* Word processing;
* Functions and concepts of word processing;
* Documents and tables creation and manipulations;
* Document editing;
* Document formatting;
* Word processing utilities
* Spreadsheets;

* Meaning, types and importance of spreadsheets;
* Components of spreadsheets;
* Functions, formulae, and charts, uses and layout;
* Data formulation, manipulation and application to cells;
* Editing & formatting spreadsheets;
* Presentation Packages;

* Types of presentation Packages.
* Creating, formulating, running, editing, printing and presenting slides and handouts
* Networking and Internet;
* Internet connectivity.
* Browser and digital content management;
* Managing data, information, and digital content
* Electronic mail and World Wide Web
* Fundamentals of Online Working;
* Online Profile Management;
* e-Portfolio Management;
* Online Jobs Bidding;
* Online Payment Systems;
* Job entry techniques
* Job searching sites
* Interview preparation skills
* Interview handling

**Required skills**

The individual needs to demonstrate the following skills:

* Active listening
* Keyboard Skills
* Mouse Skills
* Analytical skills
* Creativity
* Interpretation Skills
* Communication
* Spreadsheet operations (applying fundamental operations such as addition, subtraction, division and multiplication)
* Computer Use Safety Skills
* Document Editing Skills
* Document Formatting Skills
* Document Printing Skills
* Netiquette Skills
* Internet Browsing Skills
* Problem Solving Skills
* Online Collaboration Skills
* Cybersecurity Skills
* CV writing ● grooming

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge, and skills range.

|  |  |
| --- | --- |
| 1. Critical aspects of competency | ***Assessment requires evidence that the candidate:***  1.1 Operated computer devices as per workplace policies and regulations.  1.2 Solved tasks using the office suite as per workplace policies and regulations.  1.3 Manage data and information as per workplace policies and regulations.  1.4 Performed online communication and collaboration as per workplace policies and regulations.  1.5 Applied cyber-security skills in accordance with workplace policies and regulations.  1.6 Executed online tasks according to the job requirements.  1.7 Searched for job opportunity based on competencies.  1.8 Prepared job requirement documentations based on job opportunity.  1.9 Demonstrated interview skills based on the job opportunity. |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant work environments where assessment can take place. * Resources relevant to the proposed activities or task. |
| 3. Methods of assessment | Competency in this unit may be assessed through:   * Observation * Oral assessment * Portfolio of evidence * Interviews * Third party report * Written assessment * Practical assessment * Projects |
| 4. Context of assessment | Competency may be assessed: • Workplace  • simulated workplace. |
| 5. Guidance information for assessment | 5.1 Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

# APPLY COMMUNICATION SKILLS

**UNIT CODE:** 0031 441 08A

**UNIT DESCRIPTION**

This unit covers the competencies required to demonstrate communication skills. It involves applying communication channels, written, non-verbal, oral, and group communication skills.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements that specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Apply communication channels | 1.1 Specific communication channels are identified and applied based on workplace requirements.  1.2 Challenges are identified and addressed as per the operational standards of the organization.  1.3 Communication channels are evaluated to meet workplace needs. |
| 2. Apply written communication  skills | 2.1 Types of written communication are identified and applied according to the workplace requirements.  2.2 Written communication needs are identified and implemented according to workplace procedures.  2.3 Written communication guidelines are analyzed, evaluated, and revised based on workplace needs. |
| 3. Apply non-verbal communication  skills | 3.1 Existing non-verbal communication techniques are identified and applied based on organization policy.  3.2 Non-verbal communication techniques are articulated and modeled to enhance inclusivity according to workplace requirements. |
| 4. Apply oral communication  skills | 4.1 Types of oral communication are identified and established as per organization policy.  4.2 Pathways of oral communication are identified and established as per organization policy.  4.3 Pathways of oral communication are reviewed according to organization procedures.  4.4 Pathways of oral communication are maintained according to the organization standards. |
| 5. Apply group communication  skills | 5.1 Group communication strategies are applied based on the workplace needs.  5.2 Groups are organized in accordance with workplace procedures.  5.3 Effective questioning, listening and non-verbal communication techniques are used as per needs.  5.4 Group communication challenges are identified and addressed according to the workplace needs. |
|  |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Communication strategies may include but are not limited to: | * Language switch * Comprehension check * Repetition * Asking confirmation * Paraphrasing * Clarification request * Translation * Restructuring * Generalization |
| 2. Effective group interaction may include but not limited to: | * Identifying and evaluating what is occurring within an interaction in a non-judgmental way. * Using active listening. * Making decision about appropriate words, behavior. * Putting together response which is culturally appropriate. * Expressing an individual perspective. * Expressing own philosophy, ideology and background and exploring impact with relevance to communication |
| 3. Situations may include but are not limited to: | * Establishing rapport * Eliciting facts and information * Facilitating resolution of issues * Developing action plans |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Active listening
* Interpretation
* Negotiation
* Writing
* Oral skills
* Creative thinking
* Critical thinking
* Decision making
* Analytical
* Innovation
* Conflict skills
* Leadership
* Problem solving skills
* Management
* Organizational
* Teamwork

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Communication process
* Dynamics of groups
* Styles of group leadership
* Key elements of communications strategy
* Principles of effective communication
* Turn-taking techniques
* Conflict resolution techniques
* Work planning
* Work organization
* Company policies
* Company operations and procedure standards
* Fundamental rights at the workplace
* Personal hygiene
* Accountability
* Workplace problems and how to deal with them

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills, knowledge, and range.

|  |  |
| --- | --- |
| 1. Critical aspects of Competency. | Assessment requires evidence that the candidate:  1.1 Identified and applied specific communication channels based on workplace requirements.  1.2 Identified and applied specific written communication correspondence according to the workplace requirements.  1.3 Applied and developed non-verbal strategies to communicate in all areas of the workplace requirements.  1.4 Established pathways of oral communication as per workplace policy.  1.5 Applied group communication strategies based on workplace needs. |
| 2. Resource  Implications | The following resources should be provided:  •Access to relevant workplace where assessment can take place.  •Appropriately simulated environment where assessment can take place.  •Resources relevant to the proposed activity or tasks. |
| 3. Methods of  Assessment | Competency in this unit may be assessed through:   * Observation * Oral assessment * Portfolio of evidence * Interviews * Third party report * Written assessment * Practical assessment * Projects |
| 4. Context of  Assessment | Competency may be assessed:  On-the-job  In a simulated work environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# APPLY WORK ETHICS AND PRACTICES

**UNIT CODE:** 0417 441 07A

**UNIT DESCRIPTION**

This unit covers competencies required to effectively apply work ethics and practices. It involves the ability to: conduct self-management, promote ethical work practices and values, promote teamwork, manage workplace conflicts, maintain professional and personal development, apply problem-solving and promote customer care.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
| 1. Apply self- management skills | 1.1 Personal vision, mission and goals are formulated based on potential and concerning organization objectives and strategic plan  1.2 Self-esteem and a positive self-image are developed and maintained based on value  1.3 Emotional intelligence and stress management are demonstrated as per workplace requirements.  1.4 Assertiveness is developed and maintained based on the requirements of the job.  1.5 Accountability and responsibility for one's actions are demonstrated based on workplace instructions.  1.6 Time management, attendance and punctuality are observed as per the organization’s policy.  1.7 Personal goals are managed as per the organization’s objective  1.8 Self-strengths and weaknesses are identified based on personal objectives  1.9 Motivation, initiative and proactivity are utilized as per the organization policy  1.10 Individual performance is evaluated and monitored according to the agreed targets. |
| 2. Promote ethical work practices and values | 2.1 Integrity is demonstrated as per acceptable norms  2.2 Codes of conduct is applied as per the workplace requirements |

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
|  | 2.3 Policies and guidelines are observed as per the workplace requirements  2.4 Professionalism is exercised in line with organizational policies |
| 3. Promote Team work | ***3.1 Teams*** are formed to enhance productivity based on organization’s objectives  ***3.2*** Duties are assigned to teams under the organization policy.  ***3.3*** Team activities are managed and coordinated as per set objectives.  ***3.4*** Team performance is evaluated based on set targets as per workplace policy.  ***3.5 Conflicts*** are resolved between team members in line with organization policy.  ***3.6*** Gender and diversity-related issues are identified and mainstreamed in accordance with workplace policy.  ***3.7*** Healthy ***relationships*** are developed and maintained in line with the workplace.  ***3.8*** Adaptability and flexibility are applied in dealing with team members as per workplace policies |
| 4. Maintain professional and personal development | ***4.1 Personal growth and development*** needs are identified and assessed in line with the requirements of the job.  ***4.2 Training and career opportunities*** are identified and utilized based on job requirements.  ***4.3 Resources*** for training are mobilized and allocated based on organizations and individual skills needs.  ***4.4*** Licenses and certifications relevant to the job and career are obtained and renewed as per policy.  ***4.5*** Recognitions are sought as proof of career advancement in line with professional requirements.  ***4.6*** Work priorities and personal commitments are balanced and managed based on the requirements of the job and personal objectives.  ***4.7*** Dynamism and on-the-job learning are embraced in line with the organization’s goals and objectives. |
| 5. Apply Problem  solving skills | 5.1 ***Creative, innovative*** and practical solutions are developed based on the problem |
| **ELEMENT**  These describe the key outcomes which make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
|  | 5.2 Independence and initiative in identifying and solving problems are demonstrated based on the requirements of the job.  5.3 Team problems are solved as per the workplace guidelines  5.4 Problem-solving strategies are applied as per the workplace guidelines  5.5 Problems are analyzed and assumptions tested as per the context of data and circumstances |
| 6. Promote Customer Care | 6.1 Customers' needs are identified based on their characteristics  6.2 Customer ***feedback*** is allowed and facilitated in line with organization policies.  6.3 Customer concerns and complaints are analyzed and resolved in line with the set organizational culture.  6.4 Proactive customer outreach programs are implemented as per organizational policies  6.5 Customer retention strategies are developed and implemented in line with the organizational policy |

**RANGE**

This section provides work environment and conditions to which the performance criteria apply.

It allows for different work environment and situations that will affect performance.

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Feedback may include but not limited to: | * Verbal * Written * Informal * Formal |
| 2. Conflicts include but are not limited to: | * Interpersonal Conflict. * Intrapersonal Conflict. * Intergroup Conflict. ● Intragroup Conflict. |

|  |  |
| --- | --- |
| 3. Relationships may include but not limited to: | * Man/Woman * Trainer/trainee * Employee/employer * Client/service provider * Husband/wife * Boy/girl * Parent/child * Sibling relationships |
| 4. Team may include but not limited to: | * Small work group * Staff in a section/department * Inter-agency group * Virtual teams |
| 5. Personal growth may include but not limited to: | * Growth in the job * Career mobility * Gains and exposure the job gives * Net workings * Benefits that accrue to the individual as a result of noteworthy performance |
| 6. Personal objectives may include but not limited to: | * Long term * Short term * Broad * Specific |
| 7. Trainings and career opportunities may include but not limited to | * Participation in training programs * Serving as Resource Persons in conferences and workshops * Capacity building |
| 8. Resource may include may but not limited to: | * Human * Financial * Technology |
| 9. Creative and innovative may include but not limited to: | * New ideas * Original ideas * Different ideas * Methods/procedures * Processes * New tools |
| 10. Emerging issues may include but not limited to: | * Artificial Intelligence * Data confidentiality * National cohesion |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Active listening
* Critical thinking
* Organizational
* Negotiation
* Monitoring
* Evaluation
* Problem solving
* Decision Making
* Leadership
* Creative/innovative thinking
* Adaptability
* Conflict management
* Emotional intelligence ● Teamwork

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Work values and ethics
* Company policies and procedures
* Company operations, procedures and standards
* Flexibility and adaptability
* Concept of time and leisure time
* Decision making ● Work planning
* Organizing work
* Monitoring and evaluation
* Record keeping
* Gender and diversity mainstreaming
* Drug and substance abuse
* Professional growth and development
* creativity
* Innovation
* problem solving
* customer care
* mentoring and coaching.

● Emerging issues

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment require evidence that the candidate:  1.1 Applied self-management skills as per organizational procedures.  1.2 Promoted ethical practices and values as per organizational procedures.  1.3 Promoted Teamwork as per workplace assignments.  1.4 Maintained professional and personal development as per organizational procedures.  1.5 Applied Problem-solving skills based on work requirements.  1.6 Identified customer needs based on their characteristics.  1.7 Gave back Customer feedback in line with organization policies. |
| 2. Resource  Implications | The following resources should be provided:   * Access to relevant workplace where assessment can take place * Appropriately simulated environment where assessment can take place. * Resources relevant to the proposed activity or tasks. |
| 3. Methods of  Assessment | Competency in this unit may be assessed through:   * Observation * Oral questioning * Written test * Portfolio of Evidence * Interview * Third party report |
| 4. Context of  Assessment | Competency may be assessed:   * On-the-job * In a simulated work environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# APPLY ENTREPRENEURIAL SKILLS

**UNIT CODE :** 0413 441 09A

**UNIT DESCRIPTION**

This unit covers the competencies required to demonstrate an understanding of entrepreneurship. It involves demonstrating an understanding of financial literacy, applying entrepreneurial concepts identifying entrepreneurship opportunities, applying business legal aspects, developing business innovative strategies, and developing business plans.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements that specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
| 1. Apply Financial Literacy Skills | **1.1 Sources of personal and business *funds*** are identified as per financial procedures and standards  **1.2** Personal finances are managed as per financial procedures and standards  **1.3** Savings are managed as per financial procedures and standards  **1.4** Debts are managed as per financial procedures and standards  **1.5** Investments are undertaken as per financial procedures and standards  **1.6** Insurance services are procured as per financial procedures and standards |
| 2. Apply entrepreneurial concept | 2.1 Entrepreneurs and Business persons are distinguished as per principles of entrepreneurship  2.2 ***Types of entrepreneurs*** are identified as per principles of entrepreneurship  2.3 Ways of becoming an entrepreneur are identified as per principles of Entrepreneurship  2.4 ***Characteristics of Entrepreneurs*** are identified as per principles of Entrepreneurship  2.5 Salaried employment and self-employment are distinguished as per principles of entrepreneurship  2.6 ***Requirements for entry into self-employment*** are identified according to business procedures and standards  2.7 Roles of an Entrepreneur in an enterprise are determined according to business procedures and standards |
| **ELEMENT**  These describe the key outcomes that make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements that specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
|  | 2.8 **Contributions of entrepreneurship** to National development are identified as per business procedures and standards |
| 3. Identify entrepreneurial opportunities | 3.1 Business ideas are identified as per business procedures and standards  3.2 Factors to consider when evaluating business opportunity viability are explored based on business procedure and standards  3.3 Entrepreneurial opportunities are evaluated as per business procedures and standards  3.4 Business ideas and opportunities are generated as per business procedures and standards  3.5 Business life cycle is analysed as per business procedures and standards |
| 4. Apply business legal aspects | ***4.1 Forms of business ownership*** are identified as per legal procedures and practices  ***4.2*** Business Registration and Licensing processes are identified as per legal procedures and practices  ***4.3*** Types of Contracts and Agreements are analysed as per legal procedures and practices  ***4.4*** Employment Laws are identified as per legal procedures and practices  ***4.5*** Taxation laws are identified as per legal procedures and practices |
| 5. Innovate Business strategies | 5.1 Business innovation strategies are determined by the organization standards  5.2 Creativity in business development is demonstrated in accordance with business standards  5.3 ***Innovative business standards*** are developed as per business principles  5.4 Linkages with other entrepreneurs are created as per best practice   |  | | --- | | 5.5 |   ICT is incorporated in business growth and development as per best practice |
| 6. Develop Business Plan | 6.1 Business idea is described as per business procedures and standards |

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements that specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
|  | 6.2 Business description is developed as per business plan format  6.3 Marketing plan is developed as per business plan format  6.4 Organizational/Management plan is prepared in accordance with business plan format  6.5 Production/operation plan is prepared in accordance with business plan format  6.6 Financial plan is prepared in accordance with the business plan format  6.7 Executive summary is prepared in accordance with business plan format  6.8 Business plan is presented as per best practice  6.9 Business ideas are incubated as per institutional policy. |

**RANGE**

This section provides work environment and conditions to which the performance criteria apply.

It allows for different work environment and situations that will affect performance.

|  |  |
| --- | --- |
| **Variable** | **Range** |
| **1.** Sources of personal funds may include but not limited to: | * Salary/Wages * Investments * Savings * Inheritance * Government Benefits |
| **2.** Sources of business finance may include but not limited to: | * Equity Financing * Debt Financing, * Personal Savings/Investment * Retained Earnings * Grants and Subsidies * Crowdfunding * supplier Credit: * Leasing and Asset Financing: |
| 3. Types of entrepreneurs may include but not limited to: | * Innovators * Imitators * Craft * Opportunistic |
| 4. Characteristics of  Entrepreneurs may include but not limited to: | * Creative * Innovative * Planner * Risk taker * Networker * Confident * Flexible * Persistent * Patient * Independent * Future oriented * Goal oriented |
| 5. Requirements for entry into self-employment may include but not limited to | * Technical skills * Management skills * Entrepreneurial skills * Resources * Infrastructure |
| 6. Forms of businesses ownership may include but not limited to: | * Sole proprietorship • Partnership * Limited companies * Cooperatives |
| 7. Innovative business standards may include but not limited to: | * New products * New methods of production * New markets * New sources of supplies * Change in industrialization |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Analytical
* Management
* Problem-solving
* Root-cause analysis
* Communication

## 

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Decision making
* Business communication
* Change management
* Competition • Risk
* Net working
* Time management
* Leadership
* Factors affecting entrepreneurship development
* Principles of Entrepreneurship
* Features and benefits of common operational practices, e. g., continuous improvement (kaizen), waste elimination,
* Conflict resolution
* Health, safety and environment (HSE) principles and requirements
* Customer care standards
* Basic financial management
* Business strategic planning
* Impact of change on individuals, groups and industries
* Government and regulatory processes
* Local and international market trends
* Product promotion standards
* Market and feasibility studies
* Government and regulatory processes
* Local and international business environment
* Relevant developments in other industries
* Regional/ County business expansion standards

## 

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate:  1.1 Identified Sources of personal and business finance as per financial procedures and standards  1.2 Managed Personal finances as per financial procedures and standards  1.3 Made Investment decisions as per financial procedures and standards  1.4 Generated Business ideas and opportunities based on business procedure and standards  1.5 Analyzed business life cycle based on business procedure and standards  1.6 Determined business innovative standards as per business principles  1.7 Developed and presented a business plan as per regulatory framework. |
| 2. Resource Implications | The following resources should be provided:   * Access to relevant workplace where assessment can take place * Appropriately simulated environment where assessment can take place |
| 3. Methods of Assessment | Competency may be accessed through:   * Written tests * Oral questions * Third party report * Interviews * Portfolio |
| 4. Context of Assessment | Competency may be assessed:   * On-the-job * In a simulated work environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

## COMMON UNITS OF COMPETENCY

# CONDUCT TOURISM RESEARCH

**UNIT CODE: 0111 451 06A**

**UNIT DESCRIPTION**

This unit covers the competencies required to conduct tourism product research It involves developing tourism study design, collecting tourism study data, analyzing tourism study data, and developing tourism study report.

This standard applies in tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Develop tourism study design | * 1. Research scope is defined as per tourism study requirements   2. Literature review content is collected as per study requirements   3. Tourism ***study methodologies*** are identified as per study requirements   4. Tourism study methodologies are evaluated as per study requirements   5. Tourism research methodology is selected per study requirements   6. Tourism study ***data collection needs*** is assed as per study requirements   7. Tourism research study experts are consulted as per study requirements   8. Tourism study methodology selection is finalized as per study requirements Tourism study approval is obtained as per study requirements |
| 1. Collect tourism study data | 1. Research design is documented as per study tourism requirements 2. Data collection plan is developed as per tourism study requirements. 3. ***Data collection tools*** are developed as per study requirements 4. ***Data sources*** are vetted for reliability as per tourism study requirements. 5. Sampling plan is created as per tourism study requirements 6. Pilot testing procedure is developed as per tourism study requirements 7. Tourism study pilot testing is conducted as per tourism study requirements 8. ***Ethical guidelines*** are established as per tourism study requirements 9. ***Data collection methods*** are selected as per tourism study best practices. 10. Data collectors are trained as per tourism study protocols. 11. Primary data is gathered as per tourism study from reliable sources. 12. Secondary data is compiled as per tourism study from verified sources. 13. Ethical guidelines are followed as per tourism study standards. 14. Data collection is monitored as per tourism study to ensure accuracy. 15. Data is recorded accurately as per tourism study standards. 16. Data is stored securely as per tourism study regulations. 17. Data is reviewed for completeness as per tourism study requirements. |
| 1. Analyze tourism study data | 1. Data management plan is designed as per tourism study requirements 2. ***Data analysis techniques*** are outlined as per tourism study requirements 3. Pre-process data is cleaned as per tourism study protocols. 4. Data analysis techniques are chosen as per tourism study requirements. 5. Statistical analysis is conducted as per tourism study standards. 6. Data analysis tools and software are utilized as per tourism study requirements 7. Qualitative/quantitative analysis is performed as per tourism study methods. 8. Patterns and trends are identified as per tourism study objectives. 9. Results with benchmarks are compared as per tourism study standards. 10. Findings are validated as per tourism study through peer review. 11. Data insights are interpreted as per tourism study goals. 12. Results are documented as per tourism study formats. 13. ***Visualizations*** are prepared as per tourism study standards. |
| 1. Develop tourism study report | 1. Stakeholder approval for reporting is obtained as per tourism study requirements 2. Tourism study results are compared to industry benchmarks 3. Tourism study findings are validated as per peer review and expert consultation guidelines 4. Insights are documented as per research reporting guidelines. 5. Study recommendations is created Based on research Analysis 6. Recommendations are formulated based on data-driven insights. 7. Each recommendation is supported as per evidence from the analysis. 8. Recommendations are presented as per identified gaps and opportunities. 9. Recommendations are prioritized based on potential benefits. |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Study methodologies may include but not limited to: | * Surveys * Case Studies * Experiments * Longitudinal Studies * Ethnography * Action Research * Data Collection Tools |
| 1. Data collection tools may include but not limited to: | * Questionnaires/Surveys * Interviews * Observation Checklists * Focus Groups |
| 1. Data sources may include but not limited to: | * Primary Sources * Secondary Sources * Government Databases * Academic Journals * Company Records * Online Repositories * Ethical Guidelines |
| 1. Ethical guidelines may include but not limited to: | * Informed Consent * Confidentiality * Beneficence * Non-Maleficence * Integrity * Respect for Persons |
| 1. Data collection methods may include but not limited to: | * Surveys/Questionnaires * Interviews * Observation * Experiments * Focus Groups |
| 1. Data analysis techniques may include but not limited to: | * Statistical Analysis * Content Analysis * Thematic Analysis * Comparative Analysis * Cluster Analysis |
| 1. Visualizations may include but not limited to: | * Bar Charts * Line Graphs * Pie Charts * Histograms |
|  | * Scatter Plots * Heat Maps |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Analytical Skills
* Research Skills
* Data Management Skills
* Communication Skills
* Technical Skills
* Project Management Skills
* Problem-Solving Skills
* Ethical Research Skills

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Tourism Industry Knowledge
* Research Methodologies
* Data Analysis Techniques
* Market Research
* Ethics in Research
* Geographic and Cultural Knowledge
* Policy and Regulatory Framework
* Technology in Tourism Research

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical aspects of   Competency | Assessment requires evidence that the candidate:   * 1. Defined research scope and conducted literature review as per study requirements.   2. Identified, evaluated, and selected appropriate research methodologies.   3. Assessed data collection needs and consulted with experts.   4. Obtained study approval and documented research design.   5. Developed data collection plan and tools.   6. Conducted pilot testing and established ethical guidelines.   7. Selected and implemented data collection methods, training data collectors as needed.   8. Gathered primary data from reliable sources and compiled secondary data from verified sources.   9. Monitored data collection for accuracy and adherence to ethical guidelines.   10. Recorded and stored data securely, reviewing for completeness.   11. Designed data management plan and outlined analysis techniques.   12. Cleaned and pre-processed data according to protocols.   13. Conducted statistical analysis using appropriate tools and software.   14. Performed qualitative/quantitative analysis to identify patterns and trends.   15. Compared results with benchmarks and validated findings through peer review.   16. Interpreted data insights and documented results.   17. Prepared visualizations and obtained stakeholder approval for reporting.   18. Compared study results to industry benchmarks and validated findings.   19. Created study recommendations based on data- driven insights.   20. Formulated, supported, and prioritized recommendations based on analysis and potential benefits. |

|  |  |
| --- | --- |
| 1. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   1. Oral questioning 2. Written tests 3. Interviews 4. Observation 5. Portfolio 6. Third party reports |
| 1. Context of Assessment | Competency may be assessed   * On-the-job * Off-the-job * Workplace |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# PROVIDE TOUR AND TRAVEL CUSTOMER SERVICE

**UNIT CODE: 1015 451 11A**

**UNIT DESCRIPTION**

This unit covers the competencies required to provide tour and travel customer service. It involves conducting pre-tour communication, receiving guests, conducting safety briefings, assigning knowledgeable guides, offering personalized tour services handling guest complaints, conducting post-tour follow up and managing customer feedbacks.

This standard applies in tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| * + 1. Conduct pre-tour communication | * 1. Guests are welcomed as per workplace procedures   2. ***Itinerary overview*** are provided as per workplace procedure   3. packing list is offered as per workplace procedures   4. Guest travel logistics are informed as per workplace procedures   5. guests accommodation details are sent as per workplace procedures   6. Emergency contacts are provided with as per workplace requirements   7. Offered guests safety advice as per workplace requirements   8. ***customers communication channels*** are provided as per workplace procedures   9. Customer feedback is conducted as per workplace procedures |
| * + 1. Receive guests | 1. Guests are welcomed as per workplace procedures 2. Guests are briefed as per workplace procedures 3. ***Guests’ enquiries*** are responded to as per workplace procedures 4. Refreshments are offered as per workplace procedures 5. Local insights is provided as per workplace procedures 6. Guest concerns are addressed as per workplace procedures 7. Guests are appreciated as per workplace procedure 8. Guest Follow up conducted as per workplace procedures |
| * + 1. Conduct safety briefings | 1. Tour participants are introduced as per workplace procedure 2. Guests are briefed as per workplace procedure 3. Emergency communication is provided as per workplace procedures 4. Emergencies are drilled as per workplace procedures 5. Hazards/risks are identified as per workplace requirements 6. Tour policies are outlined as per tour requirements 7. Guest medical concerns are communicated as per tour requirements 8. Guest concerns are clarified as per workplace procedures 9. Contact information is provided as per workplace requirements |
| * + 1. Assign knowledgeable guides | 1. Matched tour guide individual expertise as per workplace requirement Certified Tour and Travel consultants as per workplace procedures 2. Identified tour guide-Local connections as per workplace requirements 3. Considered customer reviews collected as per workplace procedure 4. Identified tour guide need for training as per workplace procedures |
| * + 1. Offer personalized tour services | 1. Consulted customer as per workplace procedures 2. Customized tour itinerary as per the tour requirements 3. Accommodated customer requests as per workplace requirements 4. Offered customer recommendations as per workplace requirements Offered guests private tours as per workplace requirements 5. Provided guests with experienced guides as per workplace requirements 6. Provided guests customized amenities as per workplace requirements 7. Provided guests options for schedules as per workplace requirements 8. Sought guest feedback as per workplace requirements |
| * + 1. Handle guest complaints | 1. Registered ***guest complaints*** as per workplace procedure Apologised to guests as per workplace procedures 2. Investigated guest complains as per workplace procedure 3. Solved guest complaints as per workplace procedure 4. Conducted guest complain Follow up as per workplace procedure 5. Documented guest Complains as per workplace procedure |
| * + 1. Conduct post tour follow- up | 1. Sent guest follow up communication as per workplace procedures 2. Appreciated guests as per workplace procedures 3. Conducted ***feedback survey*** as per workplace procedures 4. Addressed guest Concerns as per workplace procedures 5. Highlighted ***guest testimonials*** as per workplace procedures 6. Offered tour leaders Incentives as per workplace procedures 7. Appreciated guest referrals as per workplace procedures |
| * + 1. Manage customer feedback | 1. Collected customer Feedback as per workplace procedures 2. Categorized feedback a per workplace procedures 3. Analyzed customer feedback Patterns as per workplace procedures 4. Attended to customer Feedback as per workplace procedure 5. Responded to customer Feedback as per workplace procedures 6. Closed customer Feedback loop as per workplace procedures 7. Shared feedback insights internally as per workplace procedures |

**RANGE**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | | **Range** | |
| ***Itinerary overview*** | | * Destination Highlights * Daily Schedule * Accommodation Details * Transport Arrangements * Meals Included * Activities and Excursions * Free Time Allocation * Guide Information * Meeting Points and Times * Special Instructions * Cultural Etiquette * Emergency Contacts * Health and Safety Tips * Packing Recommendations * Weather Forecasts | |
| ***Customer communication channels*** | | * Mail * Phone * Live Chat * Social Media * Sms/Text Messaging * Customer Support Portal * In-Person Meetings * Video Calls * Mobile Apps * Chatbots * Forums and Communities * Postal Mail * Surveys and Feedback Forms * Web Contact Forms * Knowledge Base/FAQ | |
| ***Guest personal needs*** | | * Dietary Restrictions * Accessibility Requirements * Medical Needs * Room Preferences * Language Assistance * Special Occasion Arrangements * Childcare Services | |
|  | • | | Pet Accommodations |
|  | • | | Fitness and Wellness Requests |
|  | • | | Cultural Sensitivities |
|  | • | | Personalized Activities |
|  | • | | Laundry Services |
|  | • | | Transportation Requests |
|  | • | | Technology and Connectivity Needs |
|  | • | | Privacy Concern |
| ***Feedback survey*** | • | | Net Promoter Score (NPS) |
|  | • | | Customer Satisfaction Score (CSAT) |
|  | • | | Product/Service Quality |
|  | • | | Customer Service Experience |
|  | • | | Ease of Use |
|  | • | | Problem Resolution |
|  | • | | Timeliness of Service |
|  | • | | Staff Professionalism |
|  | • | | Value for Money |
|  | • | | Likelihood of Repeat Business |
|  | • | | Website/Portal Functionality |
|  | • | | Feature Request |
|  | • | | Open-Ended Feedback |
|  | • | | Demographic Information |
|  | • | | Overall Experience |
|  | * • | | * Cleanliness |
|  | * • | | * Hospitality |
|  | * • | | * Comfort |
|  | * • | | * Value for money |
|  | * • | | * Amenities |
|  | * • | | * Ambiance/atmosphere |
|  | * • | | * Food (if applicable) |
|  | * • | | * Accessibility |
|  | * • | | * Overall experience |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Communication Skills
* Interpersonal Skills
* Problem-Solving Skills
* Organizational Skills
* Technical Skills
* Sales Skills

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Tourism Industry Knowledge
* Customer Service Principles
* Product and Service Knowledge
* Technology in Tourism o Booking Systemso Digital Marketingo Travel Apps
* Health and Safety Regulations
* Legal and Ethical Considerations
* Cultural and Social Awareness

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | **Assessment requires evidence that the candidate can:**   * 1. Welcomed Guests as per workplace procedures.   2. Provided Itinerary Overviews provided as per workplace procedures.   3. Offered Packing Lists as per workplace procedures.   4. Sent Accommodation Details as per workplace procedures.   5. Offered Safety Advice as per workplace requirements.   6. Provided Communication Channels as per workplace procedures.   7. Conducted Customer Feedback as per workplace procedures.   8. Addressed Guest Concerns as per workplace procedures.   9. Guest concerns were clarified as per workplace procedures.   10. Conducted Guest Follow-Up as per workplace procedures.   11. Identified Hazards/Risks as per workplace requirements.   12. Provided Contact Information as per workplace requirements.   13. Customized Tour Itineraries as per tour requirements.   14. Offered Recommendations to Customers as per workplace requirements.   15. Sought Guest Feedback as per workplace requirements.   16. Registered Guest Complaints as per workplace procedures.   17. Solved Guest Complaints as per workplace procedures.   18. Documented Guest Complaints as per workplace procedures.   19. Conducted Feedback Surveys as per workplace procedures. |
| 2. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 3. Methods of Assess ment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Portfolio * Third party reports |
| 4. Context of Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# APPLY TOURISM FUNDAMENTALS

**UNIT CODE: 1015 451 02A**

**UNIT DESCRIPTION:**

This unit describes competencies required to apply tourism industry fundamentals. It involves analyzing tourism scope and tourism destination, understanding travel regulations and policies, analyzing tourism impacts and promoting sustainable tourism practices

This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Analyze tourism scope | 1. The scope of tourism is defined as per industry standards. 2. ***Types of tourism*** are identified as per tourism destination 3. Market segments are researched according to market analysis protocols. 4. ***Tourism trends and patterns*** are studied based on current tourism data and reports. 5. ***Key players and stakeholders*** are identified as per stakeholder analysis techniques. 6. Data is compiled and analyzed using appropriate statistical and analytical tools. |
| 2. Analyze tourism destination | 1. ***Key destinations*** are identified in accordance with tourism demand and supply studies. 2. Destination characteristics are studied as per geographical and cultural analysis standards. 3. Destination appeal is assessed using visitor perception and satisfaction surveys. 4. Visitor statistics are analyzed according to tourism statistical methods. 5. Destination management is evaluated as per destination management organization (DMO) guidelines. |
| 3. Understand travel regulations and policies | 1. ***Key regulations and policies*** are identified based on international and national tourism laws. 2. ***Regulatory bodies*** are studied in line with their roles and jurisdiction. 3. The impact on the travel industry is analyzed as per tourism policy frameworks. 4. The effect of regulations on tourism businesses and travelers is evaluated using industry impact assessments. 5. Compliance requirements for travel agencies and tour operators are understood according to legal standards. 6. Changes in regulations are monitored through continuous policy review. 7. Compliance with relevant regulations in all travel-related activities is ensured as per compliance checklists. 8. Customers are advised on necessary travel documents and requirements according to official guidelines. |
| 4. Analyse tourism impacts | 1. ***Types of impacts*** are identified according to impact analysis frameworks. 2. Impact assessments are conducted according to industry- standard methodologies. 3. Economic impacts are evaluated as per tourism economic impact models. 4. Social and cultural impacts are assessed as per social impact model. 5. Environmental impacts are analyzed using environmental impact assessment (EIA) protocols. |
| 5. Promote sustainable tourism practices | 1. ***Sustainable tourism principles*** are understood as per global sustainable tourism criteria. 2. ***Best practices*** are identified using case studies and benchmarks from leading organizations. 3. Sustainability plans are developed in line with sustainable development goals 4. Stakeholders are educated as per workplace requirement 5. Monitoring and reporting are conducted as per sustainability reporting standards. |

**RANGE**

This section provides work environment and conditions to which the performance criteria apply.

It allows for different work environment and situations that will affect performance.

|  |  |  |
| --- | --- | --- |
| **Variable** | **Range** | |
| 1. Types of tourism may include but not limited to: | * Cultural Tourism * Eco-Tourism. * Adventure Tourism * Sports Tourism | |
| 1. Tourism trends and patterns may include but not limited to: | * Rise of Experiential Travel Growth of Sustainable Tourism * Technological Integration * Personalization of Travel Services * Increased Domestic Tourism | |
| 1. Key players and stakeholders may include but not limited to: | * Travel Agencies * Tour Operators * Government Tourism Departments * Hospitality Industry * Local Communities | |
| 1. Key destinations may include but not limited to: | * Europe * Asia * Africa * America * Australia * Western circuit * Rift valley circuits * Coast circuit * Central circuit | |
| 1. Key regulations and policies may include but not limited to: | * Visa Requirements * Health and Safety Regulations * Environmental Protection Laws * Cultural Heritage Preservation * Consumer Protection Laws | |
| 1. Regulatory bodies may include but not limited to: | * National Environmental Management Agencies * Tourism Regulatory Authority * Kenya Tourism Boards * Kenya Tourism Development Corporation * BOMAS * International Air Transport Association (IATA) * World Tourism Organization (UNWTO | |
| 1. Types of impacts may include but not limited to: | * Economic Impacts * Social Impacts * Cultural Impacts * Environmental Impacts | |
| 1. Sustainable tourism principles may include but not limited to | * Environmental Conservation * Social Responsibility * Economic Viability * Cultural Respect * Visitor Education | |
| 1. Best practices may include but not limited to: | * Implementing Green Practices * Community Involvement * Sustainable Marketing * Responsible Wildlife Tourism | |
|  |  |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* + - Attractions
    - Reservations
    - Tour Costing
    - Customer analysis
    - Market segmentation
    - Law of contract
    - Passenger Transport
    - Local destinations
    - Research methods
    - Marketing
    - Travel knowledge
    - Proposal writing

**Required skills**

The individual needs to demonstrate the following skills:

* Communication
* Numeracy
* Interpersonal
* Selling
* Marketing
* Research
* Problem solving
* Critical thinking
* Organisation
* Technological
* Negotiation

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills range.

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:   * 1. Defined the scope of tourism as per industry standards.   2. Identified Types of tourism as per tourism destination   3. Market segments are researched according to market analysis protocols.   4. Key players and stakeholders are identified as per stakeholder analysis techniques.   5. Data is compiled and analyzed using appropriate statistical and analytical tools.   6. Key destinations are identified in accordance with tourism demand and supply studies.   7. Destination characteristics are studied as per geographical and cultural analysis standards.   8. Assessed Destination appeal using visitor perception and satisfaction surveys.   9. Identified Key regulations and policies based on international and national tourism laws.   10. Advised Customers on necessary travel documents and requirements according to official guidelines.   11. Identified best practices using case studies and benchmarks from leading organizations.   12. Developed Sustainability plans in line with sustainable development goals   13. Educated Stakeholders as per workplace requirement |
| 2. Resource implications | The following resources should be provided:   * Access to relevant workplace where assessment can take place. * Appropriately simulated environment where assessment can take place. * Resources relevant to the proposed activity or tasks. |
| 3. Methods of assessment | Competency in this unit may be assessed through:   * Oral assessment * Practical assessment * Written assessment |
| 4. Context of assessment | Competency may be assessed:   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

# 

## CORE UNITS OF COMPETENCY

# CONDUCT TOUR BOOKING RESERVATION

**UNIT CODE: 1015 451 03A**

**UNIT DESCRIPTION**

This unit covers the competencies required to conduct tour bookings/reservation. It involves Identifying booking requirements and availability Establishing tour and travel supplier’s agreement invoicing the customer managing tour reservations providing customer support managing customer feedback managing tour finances

This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| * + 1. Identify booking requirements and availability | * 1. ***Booking requirements*** are identified as per workplace procedures   2. Booking options are researched as per workplace procedures   3. Booking availability is checked as per work procedures   4. Booking details are confirmed as per work place procedures   5. Booking are conducted as per workplace procedures   6. Reservation are confirmed as per workplace procedures   7. Booking follow up is conducted as per work place procedure   8. Booking record is created as per work place procedure |
| * + 1. Establish tour and travel suppliers agreement | 1. ***Potential suppliers*** are researched as per work place procedure 2. Potential suppliers are contacted as per workplace procedures 3. C***ontractual terms*** are discussed as per work place procedures 4. L***egal considerations*** are reviewed as per workplace procedures 5. Agreement is drafted as per workplace procedures 6. Agreement reviews are made as per workplace procedures 7. Contract agreement is signed as per workplace procedures 8. Agreement is implemented as per work place procedures 9. Supplier performance is monitored as per workplace procedures 10. Supplier agreement is reviewed as per workplace procedures |
| * + 1. Invoice the customer | 1. Invoice details are collected as per workplace procedures 2. Invoice is created as per workplace procedures 3. ***Customer Service terms*** is listed as per workplace procedures 4. Bills are calculated as per workplace procedures 5. P***ayment terms*** are specified as per workplace procedures 6. Additional transaction information are recorded as per workplace procedures 7. Invoice is reviewed for accuracy 8. Finalized invoice is sent as per workplace procedure 9. Payment follow up are made as per workplace procedure 10. Payment records are made as per workplace procedures |
| * + 1. Manage tour reservations | 1. Bookings are managed as per workplace procedures 2. Customers online ***booking options*** are provided as per workplace procedures 3. Customers user-friendly booking process are provided as per workplace procedures 4. System updates are conducted as per workplace procedures 5. Customers automated booking confirmation emails are sent as per workplace procedures 6. Secure online payment process is initiated as per workplace procedures 7. Group Bookings are managed as per workplace procedures 8. Fully booked tours’ waitlist is implemented as per workplace procedures 9. Customers are informed on cancellation policies and refunds as per workplace procedures 10. Customers are informed of booking details as per workplace procedures 11. Customer inquiries and requests are handled as per workplace procedure 12. System analytics features are utilised as per workplace procedures 13. Customer feedback are collected as per workplace procedures |
| * + 1. Provide customer support | 1. Customers are provided with comprehensive pre-tour assistance as per workplace procedures 2. Customers are provided with ***end to end customer support*** as per workplace procedure 3. Customers are provided with ***safety protocols and emergency procedures*** as per workplace procedures 4. Post-Tour Follow-Up is conducted as per workplace procedures C***ustomer complaints are*** handled as per workplace procedures |
| * + 1. Manage customer feedback | 1. Customer ***feedback channels*** are provided as per work place procedures 2. Customer feedback are organized as per workplace procedures 3. Customer Feedback are reviewed as per workplace procedures 4. Customer feedback is responded to as per workplace procedures 5. Customer feedback is shared as per workplace procedures 6. Customer feedback action plan is developed as per workplace procedures 7. Customer follow up is conducted as per workplace procedures 8. Customer feedback is monitored as per workplace procedures 9. Customer feedback culture is improved as per workplace procedures |
| * + 1. Manage tour finances | 1. Manage tour finances 2. Detailed tour budget is developed as per workplace procedures 3. Tour expenses records are kept as per workplace procedures 4. Tour sale/ revenue are tracked as per workplace procedures 5. ***Tour operational liquidity*** is controlled as per workplace procedure 6. Tour Prices are set as per workplace procedure 7. Tour revenue forecasts are developed as per workplace procedures 8. Tour budget forecast tools are developed as per workplace procedures 9. Tour finance regulations are followed as per workplace procedures 10. Tour finance advice are sought as per workplace procedures |

**RANGE**

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

|  |  |  |
| --- | --- | --- |
| **Variable** | **Range** | |
| ***Booking requirements*** | * Destination and Tour Selection * Group Size and Composition * Booking Dates and Duration * Accommodation Preferences * Transportation Arrangements * Payment and Deposit * Travel Insurance * Documentation and Identification * Special Requests and Preferences * Review and Confirmation | |
| ***booking options*** | * Guided Group Tours * Private Tours * Self-Guided Tours * Adventure Tours * Cultural Tours * Wellness Retreats * Educational Tours * Volunteer and Service Trips * Special-Interest Tours | |
| ***Researched potential suppliers*** | * Airlines * Hotels and Accommodations * Car Rental Companies * Cruise Lines * Tour Operators * Travel Agencies * Online Travel Agencies (OTAs) | |
|  | • | Destination Management Companies (DMCs) |
|  | • | Travel Insurance Providers |
|  | • | Attractions and Activities Providers |
|  | • | Railway Companies |
|  | • | Ground Transportation Services |
| ***Contractual Terms*** | • | Booking and Reservation Policies |
|  | • | Price and Payment Terms |
|  | • | Terms and Conditions |
|  | • | Refund and Cancellation Policies |
|  | • | Travel Insurance and Liability |
|  | • | Documentation and Identification |
|  | • | Intellectual Property Rights |
|  | • | Privacy and Data Protection |
|  | • | Dispute Resolution |
|  | • | Termination and Amendment |
|  | • | Force Majeure |
|  | • | Governing Law and Jurisdiction |
| ***Legal considerations*** | • | Parties to the Agreement |
|  | • | Scope of Services |
|  | • | Terms of Payment |
|  | • | Cancellation and Refund Policies |
|  | • | Liability and Indemnity |
|  | • | Insurance Requirements |
|  | • | Intellectual Property Rights |
|  | • | Confidentiality and Data Protection |
|  | • | Dispute Resolution. |
|  | • | Termination and Survival |
|  | • | Compliance with Laws |
|  | • | Amendments and Entire Agreement |
| ***Services to be provided to the customer*** | •  • | Trip Planning and Consultation  Booking and Reservation |
|  | • | Customized Itinerary Design |
|  | • | Accommodation Arrangements |
|  | • | Transportation Services |
|  | • | Guided Tours and Activities |
|  | • | Travel Documentation Assistance |
|  | • | Travel Insurance Recommendations |
|  | • | 24/7 Customer Support |
|  | • | Destination Information and Support |
|  | • | Post-Trip Follow-Up |
| ***Payment terms*** | • | Deposit |
|  | • | Balance Payment |
|  | • | Full Payment |
|  | • | Payment Methods |
|  | • | Currency |
|  | • | Payment Deadlines |
|  | • | Cancellation and Refund Policies |
|  | • | Additional Fees |
|  | • | Confirmation of Payment |
|  | • | Security of Payment |
| ***Safety protocols and emergency procedures*** | •  • | Pre-Trip Safety Briefing  Risk Assessment and Management |
|  | • | Qualified Guides and Staff |
|  | • | Emergency Contact Information |
|  | • | First Aid Kits and Medical Supplies |
|  | • | Communication and Check-Ins |
|  | • | Transportation Safety |
|  | • | Accommodation Safety |
|  | • | Weather and Environmental Monitoring |
|  | • | Emergency Response Plan |
|  | • | Evacuation Procedures |
|  | • | Post-Emergency Support |
| ***customers complaints feedback channel*** | •  • | Post-Tour Surveys  On-Tour Feedback Forms |
|  | • | Online Review Platforms |
|  | • | Social Media Monitoring |
|  | • | Customer Service Hotline |
|  | • | Email Communication |
|  | • | Focus Groups or Interviews |
|  | • | In-Person Meetings |
|  | • | Customer Reviews and Testimonials |
|  | • | Feedback Boxes or Suggestion Boxes |
| ***Customer complaints*** | • | Late delivery of products  Poor product quality  Difficulty in contacting customer support  Billing errors  Rude or unhelpful staff  Website or app glitches  Miscommunication about services  Difficulty in canceling subscriptions  Lack of transparency regarding fees  Unsatisfactory after-sales service |
| • |
| •  •  •  •  • |
| • |
| • |
|  | • |
| ***End to end customer support*** | • | ticketing system |
|  | • | Live chat support |
|  | • | Phone support |
|  | • | Email support |
|  | • | Knowledge base |
|  | • | Self-service portals |
|  | • | Community forums |
|  | • | Social media support |
|  | • | Escalation procedures |
|  | • | Quality assurance monitoring |
| ***Tour operational liquidity*** | • | Cash reserves |
|  | • | Accounts receivable management |
|  | • | Accounts payable management |
|  | • | Short-term investments |
|  | • | Credit facilities |
|  | • | Working capital management |
|  | • | Cash flow forecasting |
|  | • | Debt management |
|  | • | Inventory management |
|  | • | Revenue diversification |
|  | • | Cost control measures |
|  | • | Contingency planning |
|  | • | Financial ratios analysis |
|  | • | Supplier negotiation strategies |
|  | • | Seasonal cash flow variations |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Communication Skills
* Technical Skills o Reservation Systems: Proficiency in using booking and reservation systems (e.g., Amadeus, Sabre, Galileo).
* Computer Literacy
* Customer Service Skills
* Organizational Skills
* Negotiation Skills
* Financial Skills:
* Pricing Knowledge
* Payment Processing
* Budget Management
* Interpersonal Skills:

**Required Knowledge**

* The individual needs to demonstrate knowledge of:
* Booking Systems
* Reservation Platforms
* Travel Industry Regulations:
* Legal Requirements
* Health and Safety Regulations
* Travel Policies
* Tour Packages and Services:
* Product Knowledge
* Customization.
* Destination Knowledge
* Customer Profiles:
* Segmentation
* Behavior Patterns
* Customer Expectations
* Financial Management
* Costing and Pricing
* Revenue Management
* Financial Policies
* Marketing and Sales:
* Promotion Strategies
* Sales Techniques
* CRM Systems

## 

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | * 1. Identified Booking Requirements as per workplace procedures.   2. Checked Booking Availability as per workplace procedures.   3. Confirmed Booking Details as per workplace procedures.   4. Conducted Bookings as per workplace procedures.   5. Confirmed Reservations as per workplace procedures.   6. Conducted Booking Follow-Up as per workplace procedures.   7. Created Booking Record as per workplace procedures.   8. Contacted Potential Suppliers as per workplace procedures.   9. Collected Invoice Details as per workplace procedures.   10. Created Invoice as per workplace procedure   11. Calculated Bills as per workplace procedures.   12. Recorded Additional Transaction Information as per workplace procedures.   13. Sent Finalized Invoice as per workplace procedures.   14. Made Payment Records as per workplace procedures.   15. Managed Bookings as per workplace procedures.   16. Sent Automated Booking Confirmation Emails as per workplace procedures.   17. Managed Group Bookings as per workplace procedures. |
| 1. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * Oral questioning * Written tests * Interviews * Observation * Portfolio * Third party reports |
| 1. Context of Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# DEVELOP TOUR AND TRAVEL PACKAGES

**UNIT CODE: 1015 451 04A**

**UNIT DESCRIPTION**

This unit covers the competencies required to develop tour and travel packages It involves Identify customer tour and travel needs Research on customer needs Develop tour and travel itinerary Document tour packages and itinerary Manage tour package

This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Identify customer tour and travel needs | * 1. ***Customer needs*** are considered as per workplace procedures   2. ***Tour options*** are provided based on customer budgets and preferences   3. ***Tour packages and itineraries*** are tailored to customers’ needs and budget   4. ***Travel essentials*** are provided as per customer preferences   5. ***Customers travel concerns*** are addressed as per workplace procedures   6. ***Customer feedback*** are solicited as per workplace requirements |
| 1. Research on customer needs | 1. Feedback forms are created as per customer engagement profile 2. Online reviews and social media platforms are monitored as per workplace procedures 3. ***Travel insight matrix*** are identified as per workplace procedures 4. ***Tour research correspondence*** are communicated as per customer needs 5. Customer insights is observed as per workplace procedures 6. Interviews with ***target market segments*** are conducted as per workplace procedures |
| 1. Develop tour and travel itinerary | 1. ***Holistic tour criteria*** are determined as per workplace procedures 2. Destinations are selected based on ***traveler preference index*** 3. A***udience -Centric Engagements*** are researched and curetted as per workplace procedures 4. C***ustomer Travel arrangements*** are arranged as per tour requirements 5. ***Tour support services*** recommendations are provided as per tour requirements 6. Detailed itinerary is created as per workplace procedures 7. Customer feedback is solicited as per tour requirements |
| 1. Document tour packages and itinerary | 1. Visual documents are presented as per tour requirements 2. Detailed itinerary and destination information is provided as per tour requirements procedures 3. T***our curations*** is provided as per work place procedures |
|  | 1. Practical travel tips and recommendations are provided as per work place procedures 2. Emergency contact information is provided as per work place procedures 3. Customized package options for travellers are presented as per tour requirements 4. Legal and safety information is provided as per workplace procedures 5. Customer suggestions are collected as per work place procedures |
| 1. Manage tour package | 1. customer feedback is gathered as per tour requirements 2. Customer feedback is categorised as per workplace procedures 3. Customer feedback is analysed as per workplace procedures 4. ***Critical tasks*** are prioritized as per workplace procedures 5. Customer feedback in tour packages is incorporated as per tour requirements 6. Tour package changes are communicated as per work place procedures 7. Customer feedback is monitored as per work place procedures |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| ***Customer preferences*** | * Destination Preferences * Travel Dates and Duration * Budget Constraints * Accommodation Preferences * Transportation Preferences * Activities and Excursions * Special Requirements * Group Dynamics * Safety and Security * Booking and Payment * Local Culture and Etiquette * Language Preferences |
| ***Tour packages and itineraries*** | * Cultural Tours * Adventure Tours * Beach and Relaxation Tours * Wildlife and Nature Tours * Culinary Tours |

|  |  |  |
| --- | --- | --- |
| ***necessar***y ***travel arrangements*** | • | Transportation-Flights, Ground Transportation, Train/Bus Tickets Accommodation |
|  | • | Accommodations |
|  | • | Activities and Excursions: Tours, Adventure Activities, Cultural Experiences |
|  | • | Travel Insurance and Documentation: Travel Insurance, Visa Assistance |
|  | • | Dining and Culinary Experiences: Restaurant Reservations, Food Tours |
|  | • | Special Requests and Assistance: Special Needs, Concierge  Event Planning and Group Travel: Corporate Travel, Group Travel |
| ***Travel Concerns*** | • | Health and Safety: Health Risks, Safety Concerns Travel Restrictions and Regulations: Visa Requirements, Border Controls |
|  | • | Flight Disruptions and Delays: Flight Cancellations, Flight Delays |
|  | • | Accommodation Issues: Booking Problems, Quality and Safety |
|  | • | Financial Considerations: Budget Concerns, Payment Security |
|  | • | Communication Challenges: Language Barriers, Connectivity Issues |
|  | • | Travel Insurance Coverage: Coverage Limitations, Claims Process |
|  | • | Environmental and Climate Factors: Weather Conditions, Environmental Impact |
| ***special requirements*** | • | Accessibility Needs-Mobility Assistance, Visual or Hearing Impairments |
|  | • | Medical Considerations-Medical Conditions, Medication and Dietary Restrictions |
|  | • | Family and Childcare Needs-Traveling with Children, Babysitting Services |
|  | • | Pet-Friendly Travel: Traveling with Pets, |
|  | • | Religious and Cultural Considerations- Halal and Kosher Food, Prayer Facilities. |
|  | • | Solo Travel Considerations- Safety Concerns, Social Opportunities |

|  |  |  |
| --- | --- | --- |
|  | • | Environmental and Sustainable Travel: Eco-Friendly Accommodations, Carbon Offsetting. |
| ***Customer feedback*** |  | * Destination Preference Surveys * Activity Interest Surveys * Budget and Pricing Surveys * Accommodation Preference Surveys * Transportation and Logistics Surveys * Customization and Personalization Surveys * Customer Experience Surveys * Risk and Safety Assessment Surveys * Post-Trip Evaluation Surveys |
| ***target customer segments*** |  | * Leisure Travelers * Business Travelers * Adventure Seekers * Cultural Explorers * Luxury Travelers * Family Travelers * Solo Travelers * Senior Travelers * Group Travelers * Special Interest Travelers |
| ***travel tips and recommendations*** |  | * Plan Ahead * Pack Wisely * Stay Healthy * Stay Safe * Stay Connected * Explore Local Culture. * Be Flexible * Budget Wisely * Stay Informed * Document Memories * Respect the Environment * Stay Open-Minded |
| ***booking patterns*** |  | * Peak Season Booking * Early Booking Discounts * Last-Minute Deals * Weekend Getaways * Group Travel Bookings |

|  |  |  |
| --- | --- | --- |
|  | • | Multi-Destination Tours |
|  | • | Special Events and Festivals |
|  | • | Solo Travel Bookings |
| ***Travel insight Matrix*** | • | Destination Appeal |
|  | • | Accessibility |
|  | • | Cost |
|  | • | Safety and Security |
|  | • | Cultural Authenticity |
|  | • | Sustainability |
|  | • | Infrastructure |
|  | • | Technology Integration |
|  | • | Customer Experience |
|  | • | Market Trends |
| ***Holistic Criteria*** | • | Environmental Impact |
|  | • | Social Impact |
|  | • | Economic Impact |
|  | • | Cultural Preservation |
|  | • | Community Involvement |
|  | • | Education and Awareness |
|  | • | Accessibility and Inclusivity |
|  | • | Health and Wellness |
|  | • | Authenticity |
|  | • | Governance and policy |
| ***Traveller preference index*** | • | Cost |
|  | • | Destination Appeal |
|  | • | Safety and Security |
|  | • | Accessibility |
|  | • | Accommodation Quality |
|  | • | Local Cuisine |
|  | • | Cultural Experiences |
|  | • | Outdoor Activities |
|  | • | Transportation Options |
|  | • | Customer service |
| ***Critical tasks*** | • | Destination Selection |
|  | • | Itinerary Planning |
|  | • | Accommodation Booking |
|  | • | Transportation Arrangements |
|  | • | Activity and Excursion Planning |
|  | • | Budgeting and Pricing |
|  | • | Marketing and Promotion |
|  | • | Legal and Contractual Considerations |
|  | • | Risk Management |
|  | • | Customer Support and Communication |
| ***Tour support services*** | • | Transportation Services |
|  | • | Accommodation Arrangements |
|  | • | Tour and Travel consultants |
|  | • | Translation Services |
|  | • | Travel Insurance |
|  | • | Visa Assistance |
|  | • | Emergency Assistance |
|  | • | Itinerary Adjustments |
|  | • | Cultural Interpretation |
|  | • | Destination Information |
| ***Tour curations*** | • | Destination Selection |
|  | • | Theme or Focus |
|  | • | Itinerary Design |
|  | • | Activity Planning |
|  | • | Accommodation Selection |
|  | • | Dining Experiences |
|  | • | Cultural Immersion |
|  | • | Local Guides or Experts |
|  | • | Unique Experiences |
|  | • | Customization Options |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Market Research Skills
* Planning and Organizational Skills
* Negotiation Skills
* Financial Skills
* Communication and Interpersonal Skills
* Creativity and Innovation
* Technical Skills: Travel Booking Systems

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Tourism Industry Knowledge
* Destinations and Attractions
* Travel Regulations and Requirements
* Logistics and Operations
* Product Development
* Marketing and Sales
* Technology in Tourism
* Financial Management

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| * + 1. Critical aspects of Competency | Assessment requires evidence that the candidate:   * 1. Considered Customer Preferences as per workplace procedures.   2. Provided Tour Options based on customer budgets and preferences.   3. Tailored Tour Packages and Itineraries to customers’ needs and budget.   4. Provided Travel Essentials as per customer preferences.   5. Addressed Customers' Travel Concerns as per workplace procedures.   6. Solicited Customer Feedback as per workplace requirements.   7. Monitored Online Reviews and Social Media as per workplace procedures.   8. Identified Travel Insight Matrix as per workplace procedures.   9. Communicated Tour Research Correspondence as per customer needs.   10. Determined Holistic Tour Criteria as per workplace procedures.   11. Selected Destinations Based on   12. Traveller Preference Index based on traveller preference index.   13. Arranged Customer Travel Arrangements as per tour requirements.   14. Created Detailed Itinerary as per workplace procedures.   15. Presented Visual Documents as per tour requirements.   16. Provided Tour Curations as per workplace procedures. |
|  | * 1. Presented customized package options for travellers presented as per tour requirements.   2. Provided Legal and Safety Information as per workplace procedures.   3. Collected Customer Suggestions as per workplace procedures.   4. Gathered Customer Feedback as per tour requirements.   5. Analyzed Customer Feedback as per workplace procedures |
| Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment.   Resources relevant to the proposed assessment activity or tasks. |
| Methods of Assessment | Competency in this unit may be assessed through:   * Oral questioning * Written tests * Interviews * Observation * Portfolio   Third party reports |
| Context of Assessment | Competency may be assessed   * Workplace Environment   Simulated Workplace Environment |
| Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# ORGANIZE TOUR SAFARIS AND TRANSFER

**UNIT CODE: 1015 451 10A**

**UNIT DESCRIPTION**

This unit covers the competencies required to organize tour safaris and transfers. It involves conducting destination research, obtaining tour permits, preparing vehicle and tour safari equipment, securing accommodation, coordinating transfer to safari destination, implementing tour safety measures and develop emergency response plan.

This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| * + 1. Conduct   destination research | * 1. Target Audience are identified as per workplace procedure   2. P***otential tour destinations*** are researched as per workplace procedure   3. Tour destinations information is gathered as per workplace procedure   4. Tour destination is evaluated as per workplace procedure   5. Destination delights is researched as per workplace procedures   6. D***estination seasonality*** is evaluated as per workplace procedure 1.7 Destination accessibility is evaluated as per workplace procedures.   7. C***ultural Considerations*** are researched as per tour requirements   8. Destination competitive landscape are evaluated as per workplace procedure   9. Destination evaluation feedback is gathered as per workplace procedures   10. Destination research Findings are documented as per workplace procedures. |
| * + 1. Obtain tour permits | 1. D***estination tour permit requirements*** are identified as per workplace procedures 2. Tourism regulation is conducted as per destination requirements 3. Permit Applications is submitted as per destination regulatory requirements. 4. Tour permit fees are paid as per workplace procedures. 5. Permit Conditions are followed as per destination regulatory requirements 6. Open communication with the ***issuing authorities*** is maintained as per workplace procedures. 7. Travel insurance covers is obtained as per workplace procedures 8. Permit expiration dates are tracked as per tour requirements. |
| * + 1. Prepare vehicle and tour safari equipment | 1. Tour vehicle maintenance checks are conducted as per manufacturers manual. 2. Safari vehicles safety equipment are installed as per workplace procedures 3. Seating amenities for tour participants are arranged as per tour requirements. 4. Safari vehicle accessories are installed as per tour requirements. 5. Tour vehicle documentation are conducted as per workplace procedures. 6. S***afari equipment*** are packed as per tour requirements 7. Safari food and refreshments are packed as per tour requirements. 8. E***mergency protocols and procedures*** are developed as per workplace |
| * + 1. Secure accommodation | 1. Accommodation recommendations are customised as per tour requirements. 2. Relationships with accommodation providers are developed as per workplace procedures. 3. Accommodation options are curated as per workplace procedures. 4. Guest personalized accommodation recommendation are offered as per workplace procedures 5. Tour package deals are offered as per tour recommendations 6. Guest booking process are facilitated as per workplace procedures 7. C***ustomer accommodation details*** are provided as per work place procedures 8. Accommodation accessibility is ensured as per workplace procedures 9. Customers Concierge Services are offered as per workplace procedures 10. Customer feedback is gathered as per workplace procedures |
| * + 1. Coordinate transfer to safari destination | 1. Safari destination is researched as per workplace procedures 2. Accommodation is booked as per workplace procedures 3. Transport is arranged as per tour requirements 4. Safari details are confirmed as per workplace procedure 5. Safari gears are packed as per tour requirements 6. Customers are updated of changes as per workplace procedures |
| * + 1. Implement tour safety measures | 1. ***Tour Risk assessment*** is conducted as per tour requirements 2. Guides are employed as per tour requirements 3. Guests are briefed on safety as per workplace procedures 4. Safari equipment are inspected as per workplace procedures 5. Comprehensive emergency response are developed as per workplace procedures 6. Weather is monitored as per tour requirements |
| * + 1. Develop emergency response plan. | 1. Tour risk assessment is conducted as per workplace procedures 2. Communication protocols are established as per tour requirements 3. E***mergency response equipment*** are identified as per tour requirement 4. Emergency resources are integrated as per tour requirements 5. Emergency drills are conducted as per tour requirement |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| ***Potential tour destinations*** | * Cultural Capitals * Natural Wonders * Adventure Hotspots * Exotic Islands * Culinary Journeys * Historical Treasures * Off-the-Beaten-Path * Urban Escapes * Wellness Retreats * Festivals and Events |
| ***Attractions and Activities*** | * Sightseeing Tours * Museum Visits * Cultural Experiences * Outdoor Adventures * Wildlife Safaris * Boat Cruises * Culinary Tours * Adventure Sports * Cultural Landmarks * Shopping Excursions * Wellness Retreats * Theme Parks and Entertainment * Photography Tours * Educational Experiences * Volunteering and Community Engagement |
| ***Cultural Considerations*** | * Cultural Sensitivity * Cultural Immersion * Historical Context * Language and Communication * Dress Code |
|  | * Cultural Etiquette * Religious Sensitivities * Cultural Awareness Training * Environmental and Social Impact * Responsible Tourism Practices |
| ***Relevant issuing authorities*** | * National Tourism Boards * National Parks Authorities * Cultural Heritage Agencies * Environmental Agencies * Local Government Authorities * Maritime Authorities * Indigenous Community Authorities * Heritage Conservation Boards |
| ***Permit conditions*** | * Activity Restrictions * Group Size Limitations * Route or Itinerary Approval * Environmental Compliance * Safety Standards * Insurance Coverage * Cultural Respect and Sensitivity * Permit Fees and Charges * Reporting and Monitoring * Permit Revocation or Suspension |
| ***Consumer accommodation***  ***details*** | * Reservation date * Check-in and check-out dates * Room type * Number of guests * Special requests * Preferences (e.g., smoking/non-smoking, floor, view) * Amenities required * Accessibility needs * Payment method * Confirmation number |
| ***Safari equipment*** | * Binoculars * Camera and Photography Gear * Safari Clothing * Safari Accessories * Daypack or Safari Bag * Water Bottle and Hydration System * Field Guidebooks and Wildlife Reference Materials * Medical Kit and First Aid Supplies * Flashlight or Headlamp * Safari Vehicle or Safari Gear * Communication Devices * Navigation Tools |
| ***Response procedures*** | * Assess the Situation * Ensure Safety of Participants * Activate Emergency Response Plan * Notify Authorities and Emergency Services * Provide Medical Assistance * Communicate with Participants * Evacuation and Sheltering * Account for Participants * Document and Report * Provide Support and Assistance * Review and Debrief |
| ***Emergency response equipment and supplies*** | * Preparation and Planning * Communication Protocols * Emergency Contact Information * Medical Emergencies * Natural Disasters and Environmental Emergencies * Security Incidents * Emergency Evacuation and Sheltering * Documentation and Incident Reporting * Training and Drills * Post-Emergency Support and Follow-Up |
| ***Customer accommodation***  ***details*** | * Room type (e.g., single, double, suite) Check-in and check-out dates * Number of guests * Special requests (e.g., extra bed, crib) * Preferences for smoking/non-smoking rooms * Room amenities (e.g., air conditioning, Wi-Fi) * View preferences (e.g., city view, sea view) * Floor preference * Accessibility requirements (e.g., wheelchair-accessible room) * Pet accommodation request |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Logistical Planning Skills
* Communication Skills

• Customer Service Skills

* Technical Skills:

o Reservation Systems

o GPS and Navigation

o Vehicle Management

• Negotiation and Coordination Skills

* Financial Management Skills:

o Budgeting

o Cost Analysis

o Payment Processing

* Safety and Risk Management Skills

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Destination Knowledge:

o Geographic Knowledge

o Flora and Fauna

* Tourism Industry Regulations:

o Permits and Licenses

o Health and Safety Regulations

o Legal Requirements

* Safari Operations:
  + Vehicle Management
  + Guide Services
  + Accommodation Options
* Transfer Logistics:

o Transportation Options

o Routing and Scheduling.

Coordination with Providers.

* Customer Preferences and Behavior: o Market Segmentation.

o Customer Expectations

o Feedback Utilization

* Environmental and Sustainability Practices:

o Conservation Efforts

o Sustainable Tourism

o Impact Mitigation

• Marketing and Promotion:

o Promotion Strategies o Sales Techniques

Digital Marketing

* Technological Applications:

o Booking Systems

o Mobile Technology

o Data Analytics

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment requires evidence that the candidate:   * 1. Identified target audience as per workplace procedures.   2. Researched potential tour destinations as per workplace procedures.   3. Documented destination research findings as per workplace procedures.   4. Identified destination tour permit requirements as per workplace procedures.   5. Submitted permit applications as per destination regulatory requirements.   6. Obtained travel insurance covers as per workplace procedures.   7. Conducted tour vehicle maintenance checks as per manufacturer's manual.   8. Installed safari vehicles safety equipment as per workplace procedures.   9. Installed safari vehicle accessories as per tour requirements.   10. Conducted tour vehicle documentation as per workplace procedures.   11. Packed safari equipment as per tour requirements.   12. Developed emergency protocols and procedures as per workplace procedures.   13. Facilitated guest booking process as per workplace procedures.   14. Offered concierge services as per workplace procedures.   15. Gathered customer feedback as per workplace procedures.   16. Booked accommodation as per workplace procedures.   17. Confirmed safari details as per workplace procedures.   18. Updated customers of changes as per workplace procedures.   19. Briefed guests on safety as per workplace procedures.   20. Inspected safari equipment as per workplace procedures.   21. Developed comprehensive emergency response as per workplace procedures.   22. Conducted tour risk assessment as per workplace procedures.   23. Established communication protocols as per tour requirements. |
| 1. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 1. Methods of Assessment | Competency in this unit may be assessed through:   * Oral questioning * Written assessment * Practical assessment |
| 4. Context of Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

# PROCESS FLIGHT BOOKING/ RESERVATION

**UNIT CODE: 1015 451 05A**

**UNIT DESCRIPTION**

This unit covers the competencies required to process flight booking/ reservation. It involves Handling customer inquiry, researching flight options, checking flight availability, Providing flight quotation, creating flight booking, Processing flight payment, Generating booking confirmation and e-tickets.

This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Handle customer inquiry | * 1. Customer inquiry is addressed as per workplace procedures   2. Flight information is provided as per workplace procedures   3. Flight alternatives is offered as per workplace procedure   4. Guest concerns are followed up as per workplace procedures   5. Customer interaction are documented as per workplace procedures |
| 1. Research flight options | 1. Destination dates are determined as per workplace procedure 2. Flight comparison are conducted as per workplace procedures 3. Flight Price alerts are set as per workplace procedures 4. Airports alternatives are exploited as per workplace procedures 5. Airline availability are checked as per workplace procedures 6. Solutions ***and alternatives*** are conducted as per workplace procedures 7. Flight layovers are considered as per workplace procedures 8. Flight Cost adjustments are conducted as per workplace procedures 9. Airline review are conducted as per workplace procedures |
| 1. Check flight availability | 1. Flight availability is confirmed as per workplace procedures 2. Flight booking websites are utilised as per workplace procedures 3. Airlines are contacted as per workplace procedures 4. Flight fare calendar is discussed as per workplace procedure |
| 1. Provide flight quotation | 1. Customer information is gathered as per workplace procedure 2. Flights are researched as per workplace procedure 3. Flight cost is calculated as per workplace procedure 4. ***Flight quotation*** is prepared as per workplace procedure 5. B***ooking terms and conditions*** are revised as per workplace procedure 6. Customer with flight quotation is presented as per workplace procedure 7. Customers follow ups is conducted as per workplace procedures |
| 1. Create flight booking | 1. Customer information is gathered as per workplace procedures 2. Flights are searched as per workplace procedures 3. Flight are selected as per workplace procedures 4. Flight are confirmed as per workplace procedures 5. Flight price are quoted as per workplace procedures 6. Flight is booked as per workplace procedures 7. Customer payment is secured as per workplace procedure 8. Flight tickets is issued as per workplace procedure 9. Customers booking confirmation are sent as per workplace procedures 10. Customer care is conducted as per workplace procedure |
| 1. Process flight payment | 1. Flight booking details are confirmed as per workplace procedures 2. Flight total cost is calculated as per workplace procedures 3. Customers with ***flight payment options*** are presented as per workplace procedures 4. Customer payment is secured as per workplace procedure 5. Payment is verified as per workplace procedure 6. Guests payment receipt is issued as per workplace procedures 7. G***uests on booking status*** is updated as per workplace procedures 8. Guests booking confirmation are set as per workplace procedures |
| 1. Generate booking confirmation and e-tickets | 1. ***Booking system*** accessed as per workplace procedures 2. C***ustomer details*** are verified as per workplace procedures 3. Booking confirmation document are generated as per workplace procedure 4. Customers E-tickets are issued as per workplace procedures 5. Customer booking confirmation are sent as per workplace procedures 6. B***ooking records*** are stored as per workplace procedures 7. Customer details are secured as per workplace procedures |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| ***Solutions and alternatives*** | * Flexible Fare Options * Flexible Booking Policies * Alternative Travel Dates and Times * Multi-City Itineraries * Connecting vs. Nonstop Flights * Alternative Airports * Add-On Services and Amenities * Flight Bundles or Packages * Flexible Payment Options * Special Deals and Promotions * Travel Insurance Coverage * Group Travel Options * Travel Consultation and Assistance |
| ***Airline websites*** | * Expedia (www.expedia.com) * Kayak (www.kayak.com) * Skyscanner (www.skyscanner.com) * Google Flights (www.google.com/flights) * CheapOair (www.cheapoair.com) * Expedia Group (www.expediagroup.com) * Orbitz (www.orbitz.com) * Travelocity (www.travelocity.com) |
| ***Additional costs*** | * Taxes and Fees * Baggage Fees * Seat Selection Fees * In-flight Amenities * Priority Services * Ticket Change or Cancellation Fees * Travel Insurance * Currency Conversion Fees * Visa and Entry Fees * Ancillary Charges |
| ***Airline websites*** | * Expedia (www.expedia.com) * Kayak (www.kayak.com) * Skyscanner (www.skyscanner.com) * Google Flights (www.google.com/flights) * CheapOair (www.cheapoair.com) * Expedia Group (www.expediagroup.com) * Orbitz (www.orbitz.com) * Travelocity (www.travelocity.com) |
| ***Mobile apps*** | * Skyscanner * Kayak * Google Flights * Expedia * CheapOair * Hopper * Momondo * Orbitz * Travelocity * Priceline |
| ***Booking terms and conditions*** | * Booking and Payment * Fare Rules and Restrictions * Change and Cancellation Policies * Refunds and Credits * Baggage Allowance and Fees * Flight Schedule Changes * Travel Documentation and Entry Requirements * Liability and Indemnity * Force Majeure and Unforeseen Circumstances * General Terms and Conditions |
| ***Booking details*** | * Flight Itinerary * Passenger Information * Travel Class and Seat Selection * Baggage Allowance * Travel Insurance * Payment Details * Booking Terms and Conditions * Booking Confirmation |
| ***Flight payment options*** | * Credit Cards * Debit Cards * Online Payment Platforms * Bank Transfers * Mobile Wallets * Prepaid Cards * Cryptocurrency * Cash Payment (In Person) |
| ***Customer details*** | * Passenger Information * Flight Itinerary * Booking Reference or Reservation Number * Ticket Number and E-ticket Information * Payment Details * Seat Assignment * Baggage Allowance * Special Services or Requests * Terms and Conditions * Booking Confirmation and Receipt |
|  | * Passenger Information * Flight Itinerary * Booking Reference or Reservation Number * Ticket Number and E-ticket Information * Payment Details * Seat Assignment * Baggage Allowance * Special Services or Requests * Terms and Conditions * Booking Confirmation and Receipt |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Technical Skills:
  + GDS Proficiency.
  + Computer Literacy
* Communication Skills:
  + Verbal Communication o Written Communication
  + Active Listening
* Customer Service Skills:

o Customer Interaction

o Problem-Solving

o Empathy and Patience

* Organizational Skills:
  + Time Management
  + Detail Orientation
  + Record Keeping
* Financial Skills:
  + Pricing Knowledge
  + Payment Processing

o Budget Management

* Negotiation Skills:

o Supplier Negotiation o Conflict Resolution.

o Contract Management

* Interpersonal Skills:

o Empathy

o Patience

o Adaptability

* Cultural Sensitivity:

o Cultural Awareness o Language Skills

o Diversity Awareness

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Booking Systems:

o Reservation Platforms

* Travel Industry Regulations:

o Legal Requirements

o Health and Safety Regulations

o Travel Policies

* Airline Operations:

o Flight Schedules

o Airport Codes and Routes

o Special Services

* Customer Preferences and Behavior:

o Market Segmentation

o Customer Expectations

* Financial Management:

o Costing and Pricing

o Revenue Management.

o Financial Policies

* Marketing and Sales:

o Promotion Strategies

o Sales Techniques

* Technology in Tourism:

o Digital Tools

o Mobile Technology

o Data Security

* Ethical Considerations

o Customer Privacy.

o Transparency

o Sustainability Practices

**EVIDENCE GUIDE**

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

|  |  |
| --- | --- |
| * + 1. Critical aspects of Competency | Assessment requires evidence that the candidate:   * 1. Addressed customer inquiry as per workplace procedures.   2. Provided flight information as per workplace procedures.   3. Documented customer interaction as per workplace procedures.   4. Conducted flight comparison as per workplace procedures.   5. Checked airline availability as per workplace procedures.   6. Confirmed flight availability as per workplace procedures.   7. Utilized flight-booking websites as per workplace procedures.   8. Discussed flight fare calendar as per workplace procedures.   9. Gathered customer information as per workplace procedures.   10. Calculated flight cost as per workplace procedures.   11. Prepared flight quotation as per workplace procedures.   12. Revised booking terms and conditions as per workplace procedures.   13. Presented customer with flight quotation as per workplace procedures.   14. Selected flights as per workplace procedures.   15. Confirmed flights as per workplace procedures.   16. Booked flight as per workplace procedures.   17. Secured customer payment as per workplace procedures.   18. Issued flight tickets as per workplace procedures.   19. Confirmed flight-booking details as per workplace procedures.   20. Calculated flight total cost as per workplace procedures. |
|  | * 1. Presented customers with flight payment options as per workplace procedures.   2. Issued guests payment receipt as per workplace procedures.   3. Updated guests on booking status as per workplace procedures.   4. Verified customer details as per workplace procedures.   5. Generated booking confirmation document as per workplace procedures.   6. Issued customers e-tickets as per workplace procedures. |
| * + 1. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| * + 1. Methods of Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment * Third party reports |
| * + 1. Context of Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| * + 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |