

**REPUBLIC OF KENYA**

**COMPETENCY BASED MODULAR CURRICULUM**

**FOR**

**TOUR AND TRAVEL MANAGEMENT**

**LEVEL 6**

**ISCED PROGRAMME CODE: 1015 554A**

©2025

All rights reserved. No part of this Curriculum may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods without the prior written permission of ……., except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, write to the Council Secretary.

# FOREWORD

The provision of quality education and training is fundamental to the Government’s overall strategy for social and economic development. Quality education and training contribute to the achievement of Kenya’s development blueprint and sustainable development goals.

Reforms in the education sector are necessary to achieve Kenya Vision 2030 and meet the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution, and this resulted in the formulation of the Policy Framework for Reforming Education and Training in Kenya (Sessional Paper No. 14 of 2012). A key feature of this policy is the radical change in the design and delivery of TVET training. This policy document requires that training in TVET be competency-based, curriculum development be industry-led, certification be based on demonstration of competence, and the mode of delivery allow for multiple entry and exit in TVET programmes.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that this curriculum has been developed. For trainees to build their skills on foundational hands-on activities of the occupation, units of learning are grouped in modules. This has eliminated duplication of content and streamlined exemptions based on skills acquired as a trainee progresses in the up-skilling process, while at the same time allowing trainees to be employable in the shortest time possible through the acquisition of part qualifications.

It is my conviction that this curriculum will play a great role in developing competent human resources for the tourism Sector’s growth and development.

**PRINCIPAL SECRETARY**

**STATE DEPARTMENT FOR TVET**

**MINISTRY OF EDUCATION**

# PREFACE

Kenya Vision 2030 aims to transform Kenya into a newly industrializing middle-income country, providing high-quality life to all its citizens by the year 2030. Kenya intends to create globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through lifelong education and training. TVET has a responsibility to facilitate the process of inculcating knowledge, skills, and worker behaviour necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency-Based Education and Training (CBET).

CAP 210A and Sessional Paper No. 1 of 2019 on Reforming Education and Training in Kenya for Sustainable Development emphasized the need to reform curriculum development, assessment, and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by industry, as well as increase the global competitiveness of the Kenyan labour force.

This curriculum has been developed in adherence to the Kenya National Qualifications Framework and CBETA standards and guidelines. The curriculum is designed and organized into Units of Learning with Learning Outcomes, suggested delivery methods, learning resources, and methods of assessing the trainee’s achievement. In addition, the units of learning have been grouped in modules to concretize the skills acquisition process and streamline upskilling.

I am grateful to all expert trainers and everyone who played a role in translating the Occupational Standards into this competency-based modular curriculum.

# ACKNOWLEDGMENT

This curriculum has been designed for competency-based training and has independent units of learning that allow the trainee flexibility in entry and exit. In developing the curriculum, significant involvement and support were received from expert trainers, institutions and organizations.

I recognize with appreciation the role of the National Sector Skills Committee (NSSC) in ensuring that competencies required by the industry are addressed in the curriculum. I also thank all stakeholders in the tourism sector for their valuable input and everyone who participated in developing this curriculum.

I am convinced that this curriculum will go a long way in ensuring that individuals aspiring to work in the Tourism sector acquire competencies to perform their work more efficiently and effectively.

# TABLE OF CONTENT

[FOREWORD iii](#_Toc197013378)

[PREFACE iv](#_Toc197013379)

[ACKNOWLEDGMENT v](#_Toc197013380)

[TABLE OF CONTENT vi](#_Toc197013381)

[ACRONYMS AND ABBREVIATIONS vii](#_Toc197013382)

[KEY TO UNIT CODE viii](#_Toc197013383)

[COURSE OVERVIEW 1](#_Toc197013384)

[SUMMARY OF UNITS OF LEARNING 1](#_Toc197013385)

[MODULE ONE UNITS OF LEARNING 5](#_Toc197013386)

[**DIGITAL LITERACY** 6](#_Toc197013387)

[**COMMUNICATION SKILLS** 24](#_Toc197013388)

[**TOURISM FUNDAMENTALS** 29](#_Toc197013389)

[**TOUR &TRAVEL BOOKING AND RESERVATIONS** 40](#_Toc197013390)

[MODULE TWO UNITS OF LEARNING 50](#_Toc197013391)

[**WORK ETHICS AND PRACTICES** 51](#_Toc197013392)

[**TOURISM RESEARCH** 58](#_Toc197013393)

[**FLIGHT BOOKING/RESERVATION** 68](#_Toc197013394)

[**MODULE THREE UNITS OF LEARNING** 78](#_Toc197013395)

[**BIGINNER FOREIGN LANGUAGE SKILLS** 79](#_Toc197013396)

[**ENTERPRENEURSHIP** 92](#_Toc197013397)

[**TOUR GUIDE OPERATIONS** 98](#_Toc197013398)

[MODULE FOUR UNITS OF LEARNING 107](#_Toc197013399)

[**INTERMEDIATE FOREIGN LANGUAGE SKILLS** 108](#_Toc197013400)

[**TOUR AND TRAVEL OPERATIONS** 121](#_Toc197013401)

[**TOURIST EXPERIENCE MANAGEMENT** 128](#_Toc197013402)

[MODULE FIVE UNITS OF LEARNING 135](#_Toc197013403)

[**TOUR AND TRAVEL FINANCE MANAGEMENT** 136](#_Toc197013404)

[**TOURIST SITE MANAGEMENT** 144](#_Toc197013405)

[MODULE SIX UNITS OF LEARNING 151](#_Toc197013406)

[**RESPONSIBLE TOURISM MANAGEMENT** 152](#_Toc197013407)

[**TOUR MARKETING** 162](#_Toc197013408)

# ACRONYMS AND ABBREVIATIONS

|  |  |
| --- | --- |
| KNQF | Kenya National Qualification Framework |
| TVETA | Technical and Vocational Education and Training Authority |
| KNQA | Kenya National Qualification Authority |

# KEY TO UNIT CODE

# 

# COURSE OVERVIEW

The Tour and Travel Management level 6 qualification consists of competencies that an individual must achieve to work in the tourism industry. It involves tour and travel finances, conducting tourism research, applying tourism industry knowledge, conducting oral communication in a language other than English, reading and writing information in a language other than English , conducting tour marketing, performing tour guide operations, performing tour and travel booking and reservations, performing tour and travel operations, managing tourist site, promoting responsible tours, enhancing tourist experience and processing flight booking/ reservation.

# SUMMARY OF UNITS OF LEARNING

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit Code** | **Units Title** | **Unit Duration (Hours)** | **Credit Factor** |
| **MODULE I** | | | |
| 0611 541 01A | DIGITAL LITERACY | 80 | 8.0 |
| 0031 541 02A | COMMUNICATION SKILLS | 40 | 4.0 |
| 1015 451 03A | FUNDAMENTALS OF TOURISM | 100 | 10.0 |
| 1015 551 04A | TOUR &TRAVEL BOOKING AND RESERVATIONS | 160 | 16.0 |
| **MODULE II** | | | |
| 0417 541 05A | WORK ETHICS AND PRACTICES | 50 | 5.0 |
| 0111 551 06A | TOURISM RESEARCH | 200 | 20.0 |
| 1015 551 07A | FLIGHT BOOKING/ RESERVATION | 200 | 20.0 |
| **MODULE III** | | | |
| 1015 551 08A | BEGINNER FOREIGN LANGUAGE SKILLS | 200 | 10.0 |
| 0413 541 09A | ENTREPRENEURSHIP | 60 | 6.0 |
| 1015 551 10A | TOUR GUIDE OPERATIONS | 160 | 16.0 |
| **MODULE IV** | | | |
| 1015 551 11A | INTERMEDIATE FOREIGN LANGUAGE SKILLS | 200 | 10.0 |
| 1015 551 12A | TOUR AND TRAVEL OPERATIONS | 160 | 16.0 |
| 1015 551 13A | TOURIST EXPERIENCE | 120 | 12.0 |
| **MODULE V** | | | |
| 1015 551 14A | TOUR AND TRAVEL FINANCES | 240 | 24.0 |
| 1015 551 15A | TOURIST SITE MANAGEMENT | 160 | 16.0 |
| **MODULE V1** | | | |
| 1015 551 16A | RESPONSIBLE TOURISM | 200 | 20.0 |
| 1015 551 17A | TOUR MARKETING | 120 | 12.0 |
| **Sub Total** | | **2450** | **245** |
| **Industrial Attachment** | | **480** | **48** |
| **GRAND TOTAL** | | **2930** | **293** |

**Entry requirements**

An individual entering this course should have any of the following minimum requirements:

a)   Kenya Certificate of Secondary Education (KCSE) mean grade C- (minus) or KCE division III, KACE 1 Principal and 1 Subsidiary or General Certificate of Education (Advanced level) UK or an equivalent qualification of KNQF 5.

**Trainer qualification**

A trainer for any of the units of competency in this course must:

1. Have a minimum of a bachelor degree or its equivalent in the area of specialization.
2. Be registered by TVETA.

**Industrial Training**

An individual enrolled in this course will be required to undergo Industry training for a minimum period of 480 hours in Tourism sector. The industrial training may be taken after completion of all units for those pursuing the full qualification or be distributed equally in each unit for those pursuing part qualification. In the case of dual training model, industrial training shall be as guided by the dual training policy.

**Competence Assessment**

1. An individual enrolled in this course shall be assessed for competence through formative and summative assessments.
2. During formative assessment all performance criteria shall be assessed based on performance criteria weighting.
3. Number of formative assessments shall minimally be equal to the number of elements in a unit of competency.
4. During summative assessment basic and common units may be integrated in the core units or assessed as discrete units.
5. Theoretical and practical weighting for each unit of learning shall be as follows:
   1. 30:70 for the units in modules I,II and III
   2. 40:60 for the units in modules IV, V and VI.
6. Formative and summative assessments shall be weighted at 60% and 40% respectively in the overall unit of learning score
7. For a candidate to be declared competent in a unit of competency, the candidate must meet the following conditions:
8. Obtained at least 40% in theory assessment in formative and summative assessments.
9. Obtained at least 60% in practical assessment in formative and summative assessment where applicable.
10. Obtained at least 50% in the weighted results between formative assessment and summative assessment where the former constitutes 60% and the latter 40% of the overall score.
11. Assessment performance rating for each unit of competency shall be as follows:

|  |  |
| --- | --- |
| **MARKS** | **COMPETENCE RATING** |
| 80 -100 | Attained Mastery |
| 65 - 79 | Proficient |
| 50 - 64 | Competent |
| 49 and below | Not Yet Competent |
| Y | Assessment Malpractice/irregularities |

1. Assessment for Recognition of Prior Learning (RPL) may lead to award of part and/or full qualification.

**Certification**

A candidate will be awarded a Certificate of Competency upon demonstration of competence in a core Unit of Competency. To be awarded **Kenya National TVET Certificate in Tour and travel manager level 6,** the candidate must demonstrate competence in all the Units of Competency as given in the qualification pack. Statement of Attainment certificate may be awarded upon demonstration of competence in certifiable element within a unit.

These certificates will be awarded by Qualification awarding institution (QAI)

# MODULE ONE UNITS OF LEARNING

### **DIGITAL LITERACY**

**ISCED UNIT CODE: 0413541**

**Relationship with Occupational Standards**

This unit addresses the Unit of Competency: Apply Digital Literacy

Duration of Unit: 80 Hours

**Unit Description**

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

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Operate Computer Devices | **10** |
| 1. Solve Tasks Using Office Suite | **20** |
| 1. Manage Data and Information | **10** |
| 1. Perform Online Communication and Collaborations | **10** |
| 1. Apply Cybersecurity Skills | **10** |
| 1. Perform Online Jobs | **10** |
| 1. Apply job entry techniques. | **10** |
| **TOTAL** | **80HRS** |

Learning Outcomes, Content, and Suggested Assessment Methods

| **Learning Outcome** | **Content** | **Suggested**  **Assessment Methods** |
| --- | --- | --- |
| 1. Operate computer devices | * 1. Meaning and importance of digital literacy   2. Functions and Uses of Computers   3. Classification of computers   4. Components of a computer system   5. Computer Hardware      1. The System Unit E.g. Motherboard, CPU, casing      2. Input Devices e.g. Pointing, keying, scanning, voice/speech recognition, direct data capture devices.      3. Output Devices e.g. hardcopy output and softcopy output      4. Storage Devices e.g. main memory e.g. RAM, secondary storage (Solid state devices, Hard Drives, CDs & DVDs, Memory cards, Flash drives      5. Computer Ports e.g. HDMI, DVI, VGA, USB type C etc.   6. Classification of computer software   7. Operating system functions   8. Procedure for turning/off a computer   9. Mouse use techniques   10. Keyboard Parts and Use Techniques   11. Desktop Customization   12. File and Files Management using an operating system   13. Computer Internet Connection Options       1. Mobile Networks/Data Plans       2. Wireless Hotspots       3. Cabled (Ethernet/Fiber)       4. Dial-Up       5. Satellite   14. Computer external devices management       1. Device connections       2. Device controls (volume controls and display properties) | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Solve tasks using Office suite | * 1. Meaning and Importance of Word Processing   2. Examples of Word Processors   3. Working with word documents      1. Open and close word processor      2. Create a new document      3. Save a document      4. Switch between open documents   4. Enhancing productivity      1. Set basic options/preferences      2. Help resources      3. Use magnification/zoom tools      4. Display, hide built-in tool bar      5. Using navigation tools   5. Typing Text   6. Document editing (copy, cut, paste commands, spelling and Grammar check)   7. Document formatting      1. Formatting text      2. Formatting paragraph      3. Formatting styles      4. Alignment      5. Creating tables      6. Formatting tables   8. Graphical objects      1. Insert object (picture, drawn object)      2. Select an object      3. Edit an object      4. Format an object   9. Document Print setup      1. Page layout,      2. Margins set up      3. Orientation.   10. Word Document Printing   11. Meaning & Importance of electronic spreadsheets   12. Components of Spreadsheets   13. Application areas of spreadsheets   14. Using spreadsheet application       1. Parts of Excel screen: ribbon, formula bar, active cell, name box, column letter,row number, Quick Access Toolbar.       2. Cell Data Types       3. Block operations       4. Arithmetic operators (formula bar (-, +, \*, /).       5. Cell Referencing   15. Data Manipulation       1. Using Functions (Sum, Average, SumIF, Count, Max, Max, IF, Rank, Product, mode etc)       2. Using Formulae       3. Sorting data       4. Filtering data       5. Visual representation using charts   16. Worksheet printing   17. Electronic Presentations   18. Meaning and Importance of electronic presentations   19. Examples of Presentation Software   20. Using the electronic presentation application       1. Parts of the PowerPoint screen (slide navigation pane, slide pane, notes, the ribbon, quick access toolbar, and scroll bars).       2. Open and close presentations       3. Creating Slides (Insert new slides, duplicate, or reuse slides.)       4. Text Management (insert, delete, copy, cut and paste, drag and drop, format, and use spell check).       5. Use magnification/zoom tools       6. Apply or change a theme.       7. Save a presentations       8. Switch between open presentations   21. Developing a presentation       1. Presentation views       2. Slides       3. Master slide   22. Text       1. Editing text       2. Formatting       3. Tables   23. Charts       1. Using charts       2. Organization charts   24. Graphical objects       1. Insert, manipulate       2. Drawings   25. Prepare outputs       1. Applying slide effects and transitions       2. Check and deliver          + Spell check a presentation          + Slide orientation          + Slide shows, navigation   26. Print presentations (slides and handouts) | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Manage Data and Information | * 1. Meaning of Data and information   2. Importance and Uses of data and information   3. Types of internet services      1. Communication Services      2. Information Retrieval Services      3. File Transfer      4. World Wide Web Services      5. Web Services      6. Automatic Network Address Configuration      7. News Group      8. Ecommerce   4. Types of Internet Access Applications   5. Web browsing concepts      1. Key concepts      2. Security and safety   6. Web browsing      1. Using the web browser      2. Tools and settings      3. Clearing Cache and cookies      4. URIs      5. Bookmarks      6. Web outputs   7. Web based information      1. Search      2. Critical evaluation of information      3. Copyright, data protection   8. Downloads Management   9. Performing Digital Data Backup (Online and Offline)   10. Emerging issues in internet | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Perform online communication and collaboration | * 1. Netiquette principles   2. Communication concepts      1. Online communities      2. Communication tools      3. Email concepts   3. Using email      1. Sending email      2. Receiving email      3. Tools and settings      4. Organizing email   4. Digital content copyright and licenses   5. Online collaboration tools      1. Online Storage (Google Drive)      2. Online productivity applications (Google Docs & Forms)      3. Online meetings (Google Meet/Zoom)      4. Online learning environments      5. Online calendars (Google Calendars)      6. Social networks (Facebook/Twitter - Settings & Privacy)   6. Preparation for online collaboration      1. Common setup features      2. Setup   7. Mobile collaboration      1. Key concepts      2. Using mobile devices      3. Applications      4. Synchronization | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply cybersecurity skills | * 1. Data protection and privacy      1. Confidentiality of data/information      2. Integrity of data/information      3. Availability of data/information   2. Internet security threats      1. Malware attacks      2. Social engineering attacks      3. Distributed denial of service (DDoS)      4. Man-in-the-middle attack (MitM)      5. Password attacks      6. IoT Attacks      7. [Phishing Attacks](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#phishing-attacks)      8. [Ransomware](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#ransomware)   3. Computer threats and crimes   4. Cybersecurity control measures      1. Physical Controls      2. Technical/Logical Controls (Passwords,PINs, Biometrics)      3. Operational Controls   5. Laws governing protection of ICT in Kenya      1. The Computer Misuse and Cybercrimes Act No. 5 of 2018      2. The Data Protection Act No. 24 Of 2019 | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Perform Online Jobs | * 1. Introduction to online working   2. Types of online Jobs   3. Online job platforms      1. Remotask      2. Data annotation tech      3. Cloud worker      4. Upwork      5. Oneforma      6. Appen   4. Online account and profile management   5. Identifying online jobs/job bidding   6. Online digital identity   7. Executing online tasks   8. Management of online payment accounts. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply job entry techniques | * 1. Types of job opportunities      1. Self-employment      2. Service provision      3. product development      4. salaried employment         1. Sources of job opportunities   2. Resume/ Curriculum Modular vitae      1. What is a CV      2. How long should a CV be      3. What to include in a CV      4. Format of CV      5. How to write a good CV      6. Don’ts of writing a CV   3. Job application letter      1. What to include      2. Addressing a cover letter      3. Signing off a cover letter   4. Portfolio of Evidence      1. Academic credentials      2. Letters of commendations      3. Certification of participations      4. Awards and decorations   5. Interview skills      1. Listening skills      2. Grooming      3. Language command      4. Articulation of issues      5. Body language      6. Time management      7. Honesty   6. Generally knowledgeable in current affairs and technical area | * + Written assessment   + Practical assessment   + Third party report   + Oral assessment   + Observation   + Project |

**Suggested Methods of Instruction**

* + Instructor-led facilitation using active learning strategies
  + Demonstration by trainer
  + Practical work by trainees
  + Viewing of related videos
  + Group discussions
  + Project
  + Role play
  + Case study

**RECOMMENDED RESOURCES FOR 30 TRAINEES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Comprehensive texts books on Digital Literacy | 30 pcs | 1:1 |
|  | Installation Manuals | Detailed guides for equipment and software installation and troubleshooting | 5 pcs | 1:5 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 30 | 1:1 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **COMMUNICATION SKILLS**

**ISCED UNIT CODE:** **0031 541 02A**

**Relationship with Occupational Standards**

This unit addresses the Unit of Competency: Apply Communication Skills

**Duration of Unit:** **40 Hours**

**Unit Description**

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

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Apply communication channels. | **10** |
| 1. Apply written communication skills. | **10** |
| 1. Apply non-verbal skills. | **5** |
| 1. Apply oral communication skills. | **10** |
| 1. Apply group communication skills | **5** |
| **TOTAL** | **40HRS** |

**Learning Outcomes, Content, and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Apply communication channels | * 1. Communication process   2. Principles of effective communication   3. Channels/medium/modes of communication   4. Factors to consider when selecting a channel of communication   5. Barriers to effective communication   6. Flow/patterns of communication   7. Sources of information   8. Organizational policies | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply written communication skills | * 1. Types of written communication   2. Elements of communication   3. Organization requirements for written communication | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply non-verbal communication skills | * 1. Utilize body language and gestures   2. Apply body posture   3. Apply workplace dressing code | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply oral communication skills | * 1. Types of oral communication pathways   2. Effective questioning techniques   3. Workplace etiquette   4. Active listening | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply group discussion skills | * 1. Establishing rapport      1. Facilitating resolution of issues      2. Developing action plans      3. Group organization techniques      4. Turn-taking techniques      5. Conflict resolution techniques      6. Team-work | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Instruction**

* Discussion
* Roleplaying
* Simulation
* Direct instruction
* Demonstration
* Field trips

**Recommended Resources for 30 trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Comprehensive texts books on Communication Skills | 30 pcs | 1:1 |
|  | Mobile Phones | Smartphone for use by trainees | 30 pcs | 1:1 |
|  | Internet connection | Internet connection to aid communication between trainees |  |  |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, minutes, reports etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 30 | 1:1 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Flashcards | For carrying out various activities by trainees | Enough |  |
|  | Flipcharts | Sufficient for group work activities and displaying | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |

### **TOURISM FUNDAMENTALS**

**UNIT CODE: 1015 451 03A**

**UNIT DURATION: 100 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply tourism Fundamentals

**Unit Description**

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

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To analyse tourism scope | **20** |
| 1. To analyse tourism destination | **20** |
| 1. To highlight travel regulations and policies | **20** |
| 1. To analyse tourism impacts | **20** |
| 1. To promote sustainable tourism practices | **20** |
| **TOTALS** | **100HRS** |

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Analyse tourism scope | * 1. Scope of tourism  1. Definition of terms  * Tourism * Tourist * Excursionist * Travel   1. Types of tourism  1. Cultural tourism 2. Eco-tourism 3. Adventure tourism 4. Sports tourism 5. Religious tourism 6. Beach tourism 7. Wildlife tourism    1. Types of market segments 8. Demographics 9. Psychographic 10. Geographic 11. Behavioural 12. Factors considered in market segmentation     1. Tourism trends and patterns 13. Rise of Experiential Travel 14. Growth of sustainable tourism 15. Technological Integration 16. Personalization of Travel Services 17. Growth of Domestic Tourism     1. Roles and responsibilities of key players and stakeholders in tourism 18. Travel Agencies 19. Tour Operators 20. Government and tourism development 21. Hospitality Industry 22. Local Communities     1. Analyzing and compiling data | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Analyse tourism destination | 1. Key destination areas in the world 2. Europe 3. Asia 4. Africa 5. America 6. Australia 7. Tourism circuits in Kenya 8. Destination characteristics 9. Accommodation 10. Attractions 11. Amenities 12. Accessibility 13. Ancillary services 14. Factors affecting the appeal of different destinations 15. Technology 16. Infrastructure 17. Marketing efforts 18. Weather 19. Geographical location 20. Analyzing visitor statistics 21. Bar and graphs 22. Tables 23. Pie charts 24. Histograms 25. Destination management strategies     * 1. Limiting number of tourists       2. Periodic closure of sites       3. Enforcing regulations       4. Front stage and back stage management       5. Limiting group size | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Understand travel regulations and policies | 1. Tourism regulations and policies 2. Visa Requirements 3. Health and Safety Regulations 4. Environmental Protection Laws 5. Cultural Heritage Preservation 6. Consumer Protection Laws 7. Regulatory bodies in tourism and their roles 8. World Tourism Organization (UNWTO) 9. International Air Transport Association (IATA) 10. Kenya Tourism Board   (KTB)   1. National Environmental Management Agency   (NEMA)   1. Tourism Regulatory Authority (TRA) 2. Kenya Tourism Development Corporation (KTDC) 3. BOMAS 4. Impacts of regulations to tourism industry 5. Peaceful coexistence 6. Enhanced security measures 7. Low environmental degradation 8. Effects of regulation to tourism businesses 9. Increased visitation 10. Maximum profit potential 11. Balanced competition 12. Requirements for travel agency and tour operators regulations compliance 13. Business registration and licencing 14. Academic documents for managers 15. Insurance cover 16. Monitoring changes in regulations and policies 17. Ensuring compliance with travel regulations 18. Travel documents for tourists 19. Passport 20. Visa 21. Health clearance 22. Travel insurance 23. Payment evidence | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Analyse tourism impacts | 1. Types of tourists impacts 2. Economic Impacts 3. Social Impacts 4. Cultural Impacts 5. Environmental Impacts 6. Methods of assessing tourism impacts 7. Case studies 8. Surveys 9. Observation 10. Stakeholder engagement 11. Economic impacts of tourism 12. Inflation 13. Leakages 14. Earns foreign exchange 15. Creates employment 16. Social and cultural impacts of tourism 17. Raising standards of living 18. Cultural exchange 19. Increase in social evils 20. Spread of diseases 21. Environmental impacts 22. Environmental impact assessment (EIA) protocols 23. Stakeholders engagement 24. Understanding policy frameworks 25. Environmental rehabilitation 26. Compliance with environmental bodies | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Promote sustainable tourism practices | 1. Sustainable tourism principles    1. Environmental Conservation    2. Social Responsibility    3. Economic Viability    4. Cultural Respect    5. Visitor Education 2. Best sustainable practices in tourism 3. Implementing Green Practices 4. Community Involvement 5. Sustainable Marketing 6. Responsible Wildlife Tourism 7. Ecotourism 8. Steps in developing a sustainability plan 9. Screening 10. Scoping 11. Preparing an EIA report 12. Public consultation 13. Decision-making 14. Post-decision monitoring 15. Stakeholders in sustainable tourism 16. Government 17. Private sector 18. Media 19. Tourists 20. Local community 21. Monitoring methods in sustainability 22. Reports 23. Stakeholders reviews 24. Tourist feedback 25. Physical observation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Delivery**

* Practical
* Projects
* Group discussion
* Direct Instruction
* Field trips
* Role play
* Simulation

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Holiday organizers by Christopher Mace  The manual of Travel Agency Practice 3rd edition by Gwenda Syratt  The business of tourism by Christopher Holloway  Sustainable tourism by David Weaver | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 30 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 30 | 1:10 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **TOUR &TRAVEL BOOKING AND RESERVATIONS**

**UNIT CODE: 1015 551 04A**

**UNIT DURATION: 160 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: perform tour &travel booking and reservations

**Unit Description**

This unit covers the competencies required to perform tour and travel booking and reservation. It involves handling tourist inquiries, requesting tour components, processing reservation, performing cancellations and refund and handling payments.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Handle tourist inquiries | **30** |
| 1. To request tour components | **30** |
| 1. To process tour reservations | **40** |
| 1. To perform cancellations and refunds | **30** |
| 1. To handle tour payments | **30** |
| **TOTAL** | **160HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Handle tourist inquiries | * 1. Introduction to booking and reservation  1. Definition of terms  * Reservation * Booking * Check in * Check out * Booking confirmation * Travel agent * Cancellation * Refund   1. Attributes of travel agent   2. Role of travel agent   3. Tourist inquiries   4. Bookings  1. Methods of booking    1. Tour components availability 2. Accommodation 3. Amenities 4. Attractions/activities 5. Accessibility 6. Ancillary    1. Prices 7. Discounts 8. Offers    1. Methods of making enquiries 9. Telephone 10. Emails 11. Letters 12. Walk-in     1. Tourist information 13. Demographical information 14. Number of tourists 15. Date of tour/ travel 16. Budget 17. Number of days 18. Special needs e.g. health needs     1. Tourist feedback 19. Methods of collecting tourists’ feedback | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 2.Request tour components | * 1. Tour and travel suppliers  1. Accommodation  * Types of accommodation facilities  1. Attraction sites  * Natural * Man-made  1. Transport providers  * Modes of transport * Land * Air * Water  1. Means of transport  * Airlines * Cruise line * Train * Buses  1. Amenities  * Entertainment * Shopping facilities * Public utilities  1. Ancillary  * Banking * Forex exchange * Insurance   1. Tour and travel suppliers selection  1. Criteria of tour supplier selection  * Pricing * Contract * Geographical location * Availability * Standards * Tourist preferences   1. Tour products and services  1. Types of tour products and services    1. Tourist booking details 2. Demographic details 3. Types of rooms 4. Type of transport 5. Type of attraction    1. Confirmation of booking details   2.5.1Methods of confirmation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 3. Process tour reservations | 3.1Tour and travel products availability   * 1. Transport   2. Accommodation   3. Transfers   4. Food and beverage   5. Entertainment   6. Flight   3.2 Creation of Customer profile   1. Age 2. Gender 3. Travel patterns 4. Occupations 5. Destination preferences 6. Group size   Confirmation of Reservation   1. Methods of confirming reservation.   3.3Reservation details  3.3.1Date and time of tour/ travel   1. Tour component booking details    1. Tour and travel payment       1. Methods of payment   3.4.2 Methods of invoicing   * + 1. Terms and conditions   1. Booking confirmation and reminders   3.5.1 Methods of sending reminders | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 4. Perform cancellation and refunds | * 1. Customer cancellation and refund requests      1. Factors influencing cancellation and refund   2. Organization cancellation and refund policy      1. Airline cancellation and refund policy      2. Accommodation cancellation and refund policy      3. Attraction cancellation and refund policy      4. Verification of Booking details      5. Calculation of Refund amounts   3. Communication of refund details      1. Methods of communication   4. Cancellation of bookings and services   5. Refunds processing | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 5. Handle tour payments | * 1. Payment collection  1. Methods of billing    1. Payment recording 2. Methods of recording payment    1. Issuance of Proof of payment 3. Receipts 4. Statement 5. Transaction message    1. Identification of Booking queues 6. Handling of queues    1. Retrieving of Bookings 7. Methods of retrieving bookings    1. Booking reports 8. Features of a good booking report 9. Format of good booking report. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Role playing
* Field work
* Group discussion
* Direct Instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Holiday organizers by Christopher Mace  The manual of Travel Agency Practice 3rd edition by Gwenda Syratt  The business of tourism by Christopher Holloway  Sustainable tourism by David Weaver | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 30 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 30 | 1:10 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

# MODULE TWO UNITS OF LEARNING

### **WORK ETHICS AND PRACTICES**

**ISCED UNIT CODE:0417 541 05A**

**Relationship with Occupational Standards**

This unit addresses the Unit of Competency: Apply work ethics and practices.

**Duration of Unit: 50 Hours**

**Unit Description**

This unit covers competencies required to demonstrate employability skills. 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.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Apply self-management skills | **10** |
| 1. Promote ethical practices and values | **10** |
| 1. Promote Teamwork | **5** |
| 1. Maintain professional and personal development | **5** |
| 1. Apply Problem-solving skills | **10** |
| 1. Promote Customer care. | **10** |
| **TOTALS** | **50HRS** |

**Learning Outcomes, Content, and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Apply self-management skills | * 1. Self-awareness   2. Formulating personal vision, mission, and goals   3. Healthy lifestyle practices   4. Strategies for overcoming work challenges   5. Emotional intelligence   6. Coping with Work Stress.   7. Assertiveness versus aggressiveness and passiveness      1. Developing and maintaining high self-esteem      2. Developing and maintaining positive self-image      3. Time management      4. Setting performance targets      5. Monitoring and evaluating performance targets | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Promote ethical work practices and values | * 1. Integrity   2. Core Values, ethics and beliefs   3. Patriotism   4. Professionalism   5. Organizational codes of conduct   6. Industry policies and procedures | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Promote Teamwork | * 1. Types of teams   2. Team building      1. Individual responsibilities in a team      2. Determination of team roles and objectives      3. Team parameters and relationships      4. Benefits of teamwork      5. Qualities of a team player      6. Leading a team      7. Team performance and evaluation   3. Conflicts and conflict resolution   4. Gender and diversity mainstreaming   5. Developing Healthy workplace relationships   6. Adaptability and flexibility   7. Coaching and mentoring skills | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Maintain professional and personal development | * 1. Personal vs professional development and growth   2. Avenues for professional growth   3. Recognizing career advancement   4. Training and career opportunities      1. Assessing training needs      2. Mobilizing training resources   5. Licenses and certifications for professional growth and development   6. Pursuing personal and organizational goals   7. Managing work priorities and commitments   8. Dynamism and on-the-job learning | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply Problem-solving skills | * 1. Causes of problems   2. Methods of solving problems   3. Problem-solving process   4. Decision making   5. Creative thinking and critical thinking process in development of innovative and practical solutions | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Promote Customer Care | * 1. Identifying customer needs   2. Qualities of good customer service   3. Customer feedback methods   4. Resolving customer concerns   5. Customer outreach programs   6. Customer retention | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Instruction**

* Instructor lead facilitation of theory using active learning strategies.
* Demonstrations
* Simulation/Role play
* Group Discussion
* Presentations
* Projects
* Case studies
* Assignments

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Comprehensive texts books on Work Ethics and Practices | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | Media Resources | This include but are not limited to:   * Video Clips * Audio Clips * TV Sets * Radio Sets |  |  |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 30 | 1:1 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Flashcards | For carrying out various activities by trainees | Enough |  |
|  | Charts | Sufficient for group work activities and displaying | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |

### **TOURISM RESEARCH**

**UNIT CODE: 0111 551 06A**

**UNIT DURATION: 200 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency**:** Conduct Tourism Research

**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.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| * + - 1. To develop tourism study design | **50** |
| * + - 1. To collect tourism study data | **50** |
| * + - 1. To analyze tourism study data | **50** |
| * + - 1. To develop tourism study report | **50** |
| **TOTALS** | **200 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Develop tourism study design | * 1. Research scope  1. Define terms (Research scope 2. significance of the study, 3. Objectives 4. Hypothesis 5. Limitations 6. Assumptions 7. Preliminary pages 8. Problem statement 9. Research variables    1. Literature review       1. Define literature review       2. Parts of literature review (introduction, main body and conclusion)       3. Purpose of literature review       4. Conceptual framework       5. Empirical and theoretical review    2. Tourism study methodologies       1. Surveys       2. Case Studies       3. Experiments       4. Longitudinal Studies       5. Ethnography       6. Action Research    3. Evaluation of tourism research methodologies    4. Selecting of tourism research methodologies       1. Highlight four types of research designs       2. Characteristics of a good research design       3. Assessing tourism study data collection needs as per study requirements       4. Meaning of data collection       5. Importance of data collection       6. Select method of data collection    5. Consulting tourism research study experts    6. Finalizing the selection of tourism study methodologies    7. Study approval | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Collect tourism study data | 1. Research design    * 1. Define research design documents      2. Methods of research documentation 2. Data collection plan.    * 1. Importance of data collection plan      2. Procedure of developing data collection plan      3. Develop data collection template 3. Data collection tools    * 1. Questionnaires/Surveys      2. Interviews      3. Observation Checklists      4. Focus Groups      5. Document reviews 4. Data sources    * 1. Primary Sources      2. Secondary Sources      3. Government Databases      4. Academic Journals      5. Company Records      6. Online Repositories 5. Sampling plan    * 1. Define; population, sample and sampling techniques      2. Types of sampling plan      3. Probability sampling      4. Non probability      5. Steps in developing sampling plan 6. Pilot testing    * 1. Meaning of pilot study      2. Requirements to conduct a pilot test      3. Pilot test data collection tools 7. Conducting tourism study pilot testing 8. Ethical guidelines    * 1. Informed Consent      2. Confidentiality      3. Beneficence      4. Non-Maleficence      5. Integrity      6. Respect for Persons 9. Selecting data collection methods    * 1. Surveys/Questionnaires      2. Interviews      3. Observation      4. Experiments      5. Focus Groups 10. Data collectors training     * 1. Recruiting and training data collectors       2. Data collection methods       3. Importance of training data collectors 11. Gathering primary data     * 1. Methods of gathering primary data 12. Compiling secondary data     * 1. Ways of compiling secondary data 13. Ethical guidelines 14. Data collection monitoring 15. Data recording 16. Data storage 17. Data review | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Analyze tourism study data | 1. Data management plan    * 1. Meaning of data management      2. Stages of data management 2. Data analysis techniques    * 1. Statistical Analysis      2. Content Analysis      3. Thematic Analysis      4. Comparative Analysis      5. Cluster Analysis 3. Pre-process data Cleaning    * 1. Meaning of pre-processed data      2. Steps of data preprocessing 4. Data analysis techniques selecting 5. Factor to consider when selecting data analysis techniques 6. Statistical analysis    * 1. Types of statistical analysis      2. Purpose of statistical analysis      3. Steps of statistical analysis 7. Data analysis tools and software    * 1. Types of data analysis tools and software (Excel, SPSS)      2. Operating data analysis tools and software 8. Qualitative/quantitative analysis 9. Tourism patterns and trends as per tourism study objectives. 10. Results comparison with benchmarks 11. Research findings validation 12. Data insights interpretation 13. Research finding documentation     * 1. Methods of research documentation       2. Note citations       3. Parenthetical citation       4. Importance of research documentation 14. Research visualizations     * 1. Bar Charts       2. Line Graphs       3. Pie Charts       4. Histograms       5. Scatter Plots       6. Heat Maps | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Develop tourism study report | 1. Stakeholder approval    * 1. Meaning of approval process      2. Types of stakeholders in tourism research study 2. Tourism study results comparison to industry benchmarks 3. Tourism study findings validation 4. Research insights documentation 5. Study recommendations creation    * 1. Tourism study report writing 6. Recommendations formulation 7. Recommendation justification 8. Recommendations presentation. 9. Recommendation prioritization    * 1. Prioritizing recommendations based on potential benefits      2. Presenting research findings and recommendations | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested methods of Delivery**

* Projects
* Field work
* Direct Instruction
* Group discussion

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Research Methods, Quantitative and Qualitative Approaches by Mugenda, O.M and Mugenda ,A.G | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 30 | 1:1 |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **FLIGHT BOOKING/RESERVATION**

**UNIT CODE: 1015 551 07A**

**UNIT DURATION: 200 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Process flight booking/ reservation

**Unit Description**

This unit covers the competencies required to process flight 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.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To handle customer inquiry | **20** |
| 1. Research flight options | **30** |
| 1. Check flight availability | **30** |
| 1. To provide flight quotation | **30** |
| 1. To create flight booking | **40** |
| 1. To process flight payment | **30** |
| 1. To generate booking confirmation and e-tickets | **20** |
| **TOTALS** | **200 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. 1. Handle customer inquiry | * 1. Customer inquiries  1. Price 2. Flight availability 3. Cancellation and refunds 4. Baggage inquiries 5. Special request    1. Flight information 6. Flight schedule 7. Flight duration 8. Baggage information 9. Flight availability 10. Check-in information     1. Flight alternatives 11. Flexible date and time 12. Nearby airports 13. Connecting flights 14. Alternative airlines     1. Guest flight concerns     2. Customer interaction 15. Customer flight details 16. Customer reports and reviews | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 2. Research flight options | * 1. Coding and Decoding   2.1.1 Country  2.1.2 Airport  2.1.3 Airline  2.1.4 City   * 1. Determination of travel dates   2. Flight comparison  1. Flight prices and components 2. Connecting flights vs direct flight 3. One way vs return flights 4. International carriers vs domestic carriers    1. Flight Price alerts    2. Airports alternatives    3. Airline availability    4. Flight solutions and alternatives 5. Flexible fare options 6. Flexible booking policies 7. Flexible payment options 8. Special deals and promotions    1. Flight layovers considerations    2. Flight cost adjustments.    3. Airline review | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 3. Check flight availability | * 1. Flight availability   2. Flight booking websites  1. Google flights    1. Communication with airlines    2. Flight fare calendar | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 4. Provide flight quotation | 1. Customer flight information 2. Preferences on time and date of flight, carriers and cost 3. Preferences on direct and connecting flights 4. Flights research 5. Flights costing    1. Flight quotation 6. Booking terms and conditions 7. Booking and payment 8. Fare rules and conditions 9. Change and cancellation policies 10. Refunds and credits 11. Baggage allowance and fees 12. Flight schedule changes 13. Customers follow up 14. Automate 15. Integrate 16. Point of contact 17. Personalize 18. Use of SMS | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 5. Create flight booking | * 1. Customer booking information  1. Details on place of departure and time 2. Details on travel documents such as visa and passport 3. Details on one-way/ return bookings    1. Flight search, selection and confirmation 4. Quote flight price 5. booking of flight 6. securing customer payment as per workplace procedure 7. Issuance of flight tickets 8. Confirmation of customers booking    1. Customer care 9. Post sale reviews 10. Reports | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 6. Process flight payment | * 1. Confirmation of flight booking   2. Flight total cost calculation   3. Flight payment options      1. Credit cards      2. Debit cards      3. Online payment options      4. Mobile wallets      5. Prepaid cards      6. Cryptocurrency      7. Cash payment   4. Security of customer payment      1. secure website      2. encryption      3. 3D secure      4. Biometric authentication      5. Prepaid cards      6. Address verification service      7. Integrated online payment   5. Verification of payment   6. Issuing payment receipt      1. E- receipts      2. Paper receipts   7. Booking status of guests      1. Reminders of flight details      2. Communication on changes of time, seating, and other flight details   4.8 Guests booking confirmation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 7. Generate booking confirmation and e-tickets | * 1. Flight booking system      1. Amadeus      2. AWS serverless      3. Tzolov/playground      4. Akondas/flighthub   2. Verification of customer details      1. Flight itinerary      2. Passenger information      3. Travel class and seat selection   3. Baggage allowance   4. Travel insurance   5. Payment details   6. Booking terms and conditions   7. Booking confirmation   8. Booking confirmation documents      1. Flight ticket generation   9. E-ticketing   10. Customer booking confirmation   11. Booking records       1. Booking reference number       2. E-ticket information       3. Special service request       4. Sent assignment       5. Booking confirmation and receipt   12. Customer details security | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Role playing
* Field work
* Discussion
* Direct Instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Holiday organizers by Christopher Mace  The manual of Travel Agency Practice 3rd edition by Gwenda Syratt  The business of tourism by Christopher Holloway  Sustainable tourism by David Weaver | 25 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 25 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 25 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 25 | 1:12 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **MODULE THREE UNITS OF LEARNING**

### **BIGINNER FOREIGN LANGUAGE SKILLS**

**UNIT CODE: 1015 551 08A**

**UNIT DURATION: 200 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply beginner foreign language skills

**UNIT DESCIRPTION**

This unit describes the performance outcomes, skills and knowledge required to Apply Beginner Foreign Language Skills. It involves conversing with others, providing detailed information and advice, responding to unpredictable situations and problems, conducting negotiations at a functional level, reading workplace documents, providing informal written translations and writing simple routine workplace documents in a foreign language

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To converse with others in a foreign language. | **25** |
| 1. To provide detailed information and advice in a foreign language. | **25** |
| 1. To respond to unpredictable situations and problems using a foreign language | **25** |
| 1. To conduct negotiations at a functional level in in a foreign language. | **25** |
| 1. To read workplace documents written in in a foreign language | **35** |
| 1. To Provide informal written translations using in a foreign language | **30** |
| 1. To write simple routine workplace documents in a foreign language | **35** |
| **TOTALS** | **200 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| * + 1. Converse with others in a foreign language. | 1. Use of language techniques in interactions with others. 2. Greetings 3. Asking and giving background information 4. Parts of speech 5. Sentence structure 6. Question structure 7. Nationalities and professions in the tourism industry with related grammar 8. Numbers and quantities (Cardinal and ordinal numbers, dates, phone numbers, days of the week, months) 9. Asking and giving information to support quality communication 10. Communication on familiar matters, workplace business and events. 11. Talking about family members and friends 12. Use of non-verbal communication in acceptance and sensitivity towards others. 13. Body language 14. Facial expressions 15. Posture 16. Gesture 17. Paralanguage such as intonation and pitch 18. Use of space | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| * 1. Provide detailed information and advice in a foreign language. | 1. Identification of detailed information and advice need as per workplace procedure. 2. Information on tourist attractions and destinations (Tourism circuits in Kenya) 3. Leisure activities and hobbies 4. Itineraries 5. Guest reservations 6. Weather and climate 7. Health, safety and security measures 8. Conveyance of detailed information and advice using narrative and descriptive statements. 9. Physical and physiological descriptions with related grammar (adverbs and adjectives, pronouns) 10. Kenya’s people and cultures, economy, education and political system with related grammar 11. Repetition, paraphrasing and clarification of communications to avoid misunderstanding and to explain difficult points as per workplace procedure. 12. Workplace documents, materials and other references 13. Brochure or promotional material 14. Correspondence 15. Media release 16. Presentation to customers and colleagues 17. Product or operations manual 18. Quotation 19. Report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| * 1. Respond to unpredictable situations and problems using a foreign language | 1. Providing advice in response to requests, unpredictable situations and problems as per workplace procedure. 2. Information on weather and climate (clothing in line with weather) 3. Transport and communication systems  * Advice on transport and communication  1. Information on flora and fauna 2. Identification of need and assistance is identified and sought from others to better respond to the situation or problem as per workplace procedure. 3. Handling reservations 4. Handling guest complaints 5. Identification of problems’ key facts and facilitation of solutions through open communication with relevant people as per workplace procedure. 6. Use of language to facilitate open communication at the workplace 7. Contracts 8. Agreements 9. Negotiations 10. Conflict resolution 11. Provision of explanations of problems and their cause as per workplace procedure 12. Responding to conflict and complaints with sensitivity, as per social and cultural conventions. 13. Apologies and expressions of regret as workplace requirement. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| * 1. Conduct negotiations at a functional level in in a foreign language | 1. Facilitation of functional level negotiations through exchange of key information and agreement on details as per workplace requirement. 2. Provision of products and services explanations as per workplace requirement. 3. Product/ service features description 4. Landmarks 5. Attractions 6. History 7. Culture 8. Transportation 9. Achievement of mutual understanding and agreement as per workplace procedure. 10. Vocabularies for agreeing and disagreeing | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 5. Read workplace documents written in a foreign language | 1. Read routine and non-routine workplace documents as per workplace procedure 2. Brochure or promotional material 3. Correspondence 4. Itineraries 5. Menus 6. Media release 7. Presentation for customers or colleagues 8. Product or operations manual 9. Quotation 10. Report 11. Interpretation of accompanying visual information to support comprehension as per workplace procedure 12. Interpretation of images, photos, and graphs 13. Interpretation of maps, directions and cues 14. Identification of main ideas, key facts and requirements are identified as per workplace procedure. 15. Identification of document type 16. Document format 17. Sender and recipient 18. Purpose of document 19. Identification of tone and purpose of document as per workplace procedure 20. Identification of tone in a document 21. Punctuation marks 22. Emphasis 23. Identification of document purpose 24. Responding to information and requests as per workplace procedure. 25. Guest correspondence- Emails and letters 26. Itineraries 27. Reports | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 6. Provide informal written translations using in a foreign language | 1. Capturing and conveyance of information in written texts and summaries, taking account of cultural differences as per workplace procedure. 2. Note taking and dictation 3. Giving speeches 4. Reporting 5. Cultural implications in language 6. Clarification of meanings and culturally specific details. 7. Recognition of documents requiring professional translation as per workplace procedure 8. Word for word translation 9. Sense for sense translation 10. Technical translation 11. Literary translation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 7. Write simple routine workplace documents in a foreign language | 1. Preparation of accurate routine workplace documents using key words, phrases, simple sentences and visual aids. 2. Conveying main ideas, facts and details 3. Provision of clear written directions and instructions in a correctly ordered sequence. 4. Date, time and venue 5. Message being conveyed 6. Use appropriately sequenced expressions and questions to support written communication 7. Numbers (cardinal and ordinal) 8. Formulating questions 9. Commands 10. Writing of information in appropriate documents. 11. Adherence to workplace, cultural conventions and protocols. 12. Professional dress code 13. Social customs 14. Conflict resolution 15. Cultural sensitivity 16. Meeting etiquette 17. Hierarchy and authority 18. Respectful communication 19. Provision of written responses to documents in accordance to form and tone. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Delivery**

* Role playing
* Speaking practice
* Listening practice
* Group discussion
* Direct Instruction

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Easy French/German step-by-step by Myrna Bell Rochester | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory/ Foreign Language Resources Room | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Headphones     - Foreign language audio files     - Foreign language video files     - Speakers | 30 | 1:1 |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **ENTERPRENEURSHIP**

**ISCED UNIT CODE: 0413 541 09A**

**Relationship with occupational standards**

This unit addresses the unit of competency: Apply Entrepreneurial skills.

**Duration of unit: 60 Hours**

**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, and developing business innovative strategies and business plans.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Apply financial literacy | **10** |
| 1. Apply the entrepreneurial concept | **10** |
| 1. Identify entrepreneurship opportunities | **10** |
| 1. Apply business legal aspects | **10** |
| 1. Innovate Business Strategies | **10** |
| 1. Develop business plan | **10** |
| **TOTALS** | **60 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| --- | --- | --- |
| 1. Apply financial literacy | * 1. Personal finance management   2. Balancing between needs and wants   3. Budget Preparation   4. Saving management   5. Factors to consider when deciding where to save   6. Debt management   7. Factors to consider before taking a loan   8. Investment decisions   9. Types of investments   10. Factors to consider when investing money   11. Insurance services   12. insurance products available in the market   13. Insurable risks | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply entrepreneurial concept | * 1. Difference between Entrepreneurs and Business persons   2. Types of entrepreneurs   3. Ways of becoming an entrepreneur   4. Characteristics of Entrepreneurs   5. salaried employment and self-employment   6. Requirements for entry into self-employment   7. Roles of an Entrepreneur in an enterprise   8. Contributions of Entrepreneurship | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Identify entrepreneurship opportunities | * 1. Sources of business ideas   2. Factors to consider when evaluating business opportunity   3. Business life cycle | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Apply business legal aspects | * 1. Forms of business ownership   2. Business registration and licensing processing   3. Types of contracts and agreements   4. Employment laws   5. Taxation laws | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Innovate business Strategies | * 1. Creativity in business   2. Innovative business strategies   3. Entrepreneurial Linkages   4. ICT in business growth and development | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Develop Business Plan | * 1. Business description   2. Marketing plan   3. Organizational/Management   4. plan   5. Production/operation plan   6. Financial plan   7. Executive summary   8. Business plan presentation   9. Business idea incubation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Instruction**

* Direct instruction with active learning strategies
* Project (Business plan)
* Case studies
* Field trips
* Group Discussions
* Demonstration
* Question and answer
* Problem solving
* Experiential
* Team training
* Guest speakers

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Comprehensive texts books on Entrepreneurial Skills | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | Media Resources | These include but are not limited to:   * Video Clips * Audio Clips * TV Sets * Radio Sets * Newspapers * Business Journals * Case studies |  |  |
|  | Templates | Templates for creating various documents e.g. business plan, invoices etc. | 30 | 1:1 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 15 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 1 | 1:1 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Writing Materials | Writing materials for note taking | Enough |  |
|  | Flashcards | For carrying out various activities by trainees | Enough |  |
|  | Charts | Sufficient for group work activities and displaying | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |

### **TOUR GUIDE OPERATIONS**

**UNIT CODE: 1015 551 10A**

**UNIT DURATION: 160 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Perform Tour Guide Operations

**Unit Description**

This unit describes competencies required to perform tour guide operations. It involves managing tourist arrival and departures, managing tour guiding, managing camping operations, managing outdoor activities and supervising tour leaders.

|  |  |
| --- | --- |
| **Summary of learning outcomes** | **Duration** |
| 1. To manage tourist arrival and departures | **30** |
| 1. To manage tour guiding | **40** |
| 1. To manage camping operations | **30** |
| 1. To manage outdoor activities | **30** |
| 1. To supervise tour leaders | **30** |
| **TOTALS** | **160 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested**  **Assessment Methods** |
| 1. Manage tourist arrival and departures | 1. Introduction to tour guide operations   1.1.1 Definition of terms:   * Tour guide * Tour guiding * Itineraries * Flora and fauna   + 1. Types of guides     2. Attributes of a guide     3. Roles of a tour guide  1. Tour transfer resources 2. Vehicle 3. Guest file 4. Map 5. Safety kit 6. Tour guide 7. Tourist meet and greet services 8. Meeting guests at entry point 9. Greeting 10. Porterage services 11. Tourist briefing 12. Hotels 13. Attractions 14. Route to be followed 15. Safety and security 16. Tourists’ baggage handling 17. Tourist transfer services 18. Tourist check in procedures | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Manage tour guiding | 1. Tour guiding resources 2. Tour guiding equipment and gears 3. Tourists’ check-out procedures 4. Flora and fauna. 5. Identification and description  * Colours * Dung * Horns * Weight * Height * Leaves  1. Habitat and distribution  * Savanna * Aquatic * Forest * Desert * Montane  1. Social behavior  * Group formation * Socialization * Solitary / gregarious  1. Feeding  * Carnivores * Herbivores * Omnivores * Scavengers * hunters  1. Breeding and lifespan  * Gestation * Incubation * Pollution * Dispersal * Mating * Birth  1. Tourist sites 2. Natural 3. Man made 4. Local culture 5. Aspects of culture 6. Tour reports    * 1. Features   2.6.2 Format | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 3.Manage camping operations | 1. Types of Camping sites:    * Group campsites    * Adventure campsites 2. RV parks 3. Backcountry campsite Primitive campsites 4. Types of Camping gearsand equipment: 5. sleeping bags 6. camping tents 7. sleeping mats 8. cooking equipment 9. Tent pitching procedure. 10. Camp site management | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 4.Manage outdoor activities | * 1. Outdoor activities tools and equipment.   2. Outdoor activities safety precautions.   3. Outdoor activities      1. Types of outdoor activities * Nature-based * Recreational * Adventure * Cultural * Assessment of tourist readiness * Execution of outdoor activity * Post activity debriefing   1. Outdoor activity tools and equipment Maintenance | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 5.Supervise tour leaders | 5.1Briefing of tour leaders   * 1. Site guides   2. Tour guides   3. Driver guides   5.2 Tour itinerary information   * 1. Payment vouchers   2. Drivers’ imprest   3. Insurance and licenses   4. Attraction sites reservation documents   5.3 Assignment of tourist groups to tour leaders.   1. Based on tourist preferences 2. Based on tour guide language proficiency 3. Based on tour guide qualifications   5.4Tourist site interpretation report. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Projects
* Role playing
* Simulation
* Field trips
* Group discussion
* Direct instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |
|  | Textbooks | First aid manual 11th edition  First aid pocket guide | 1:12  1:2 |
|  | Mobile Phones | Smartphone for use by trainees | 1:1 |
|  | Internet connection | Internet connection to aid communication between trainees |  |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, minutes, reports etc. | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 1:1 |
|  | First aid kits | complete | 1:6 |
|  | First aid dummy | complete | 1:12 |
|  | Camping tents | * Two man tent * Four man tent * Ten man canvas tent | 1:3  1:3  1:12 |
|  | Sleeping bags | * portable camping water proof | 1:1 |
|  | Sleeping mats | * outdoor sleeping mats | 1:1 |
|  | Globe | * world | 1:12 |
|  | Maps | * world * Africa * East Africa * Kenya | 1:5  1:5  1:5  1:5 |
|  | Binoculars | * Olympus 8-16x40 explorers | 1:3 |
|  | Camera | * canon | 1:12 |
|  | Compass | * outdoor camping compass | 1:1 |
|  | Uniform | * khaki * safari hat * safari boots | 1:1 |
|  |  |  |  |
| **C** | **Consumable Materials** |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task |  |
|  | Flashcards | For carrying out various activities by trainees |  |
|  | Flipcharts | Sufficient for group work activities and displaying |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours |  |

# MODULE FOUR UNITS OF LEARNING

### **INTERMEDIATE FOREIGN LANGUAGE SKILLS**

**UNIT CODE: 1015 551 011A**

**UNIT DURATION: 100 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Apply beginner foreign language skills

**UNIT DESCIRPTION**

This unit describes the performance outcomes, skills and knowledge required to Apply Beginner Foreign Language Skills. It involves conversing with others, providing detailed information and advice, responding to unpredictable situations and problems, conducting negotiations at a functional level, reading workplace documents, providing informal written translations and writing simple routine workplace documents in a foreign language

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To converse with others in a foreign language. | **25** |
| 1. To provide detailed information and advice in a foreign language. | **25** |
| 1. To respond to unpredictable situations and problems using a foreign language | **25** |
| 1. To conduct negotiations at a functional level in in a foreign language. | **25** |
| 1. To read workplace documents written in in a foreign language | **35** |
| 1. To Provide informal written translations using in a foreign language | **30** |
| 1. To write simple routine workplace documents in a foreign language | **35** |
| **TOTALS** | **200 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1.Converse with others in a foreign language. | 1. Use of language techniques in interactions with others. 2. Greetings 3. Asking and giving background information 4. Parts of speech 5. Sentence structure 6. Question structure 7. Nationalities and professions in the tourism industry with related grammar 8. Numbers and quantities (Cardinal and ordinal numbers, dates, phone numbers, days of the week, months) 9. Asking and giving information to support quality communication 10. Communication on familiar matters, workplace business and events. 11. Talking about family members and friends 12. Use of non-verbal communication in acceptance and sensitivity towards others. 13. Body language 14. Facial expressions 15. Posture 16. Gesture 17. Paralanguage such as intonation and pitch 18. Use of space | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 2. Provide detailed information and advice in a foreign language. | 1. Identification of detailed information and advice need as per workplace procedure. 2. Information on tourist attractions and destinations (Tourism circuits in Kenya) 3. Leisure activities and hobbies 4. Itineraries 5. Guest reservations 6. Weather and climate 7. Health, safety and security measures 8. Conveyance of detailed information and advice using narrative and descriptive statements. 9. Physical and physiological descriptions with related grammar (adverbs and adjectives, pronouns) 10. Kenya’s people and cultures, economy, education and political system with related grammar 11. Repetition, paraphrasing and clarification of communications to avoid misunderstanding and to explain difficult points as per workplace procedure. 12. Workplace documents, materials and other references 13. Brochure or promotional material 14. Correspondence 15. Media release 16. Presentation to customers and colleagues 17. Product or operations manual 18. Quotation 19. Report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 3.Respond to unpredictable situations and problems using a foreign language | 1. Providing advice in response to requests, unpredictable situations and problems as per workplace procedure. 2. Information on weather and climate (clothing in line with weather) 3. Transport and communication systems  * Advice on transport and communication  1. Information on flora and fauna 2. Identification of need and assistance is identified and sought from others to better respond to the situation or problem as per workplace procedure. 3. Handling reservations 4. Handling guest complaints 5. Identification of problems’ key facts and facilitation of solutions through open communication with relevant people as per workplace procedure. 6. Use of language to facilitate open communication at the workplace 7. Contracts 8. Agreements 9. Negotiations 10. Conflict resolution 11. Provision of explanations of problems and their cause as per workplace procedure 12. Responding to conflict and complaints with sensitivity, as per social and cultural conventions. 13. Apologies and expressions of regret as workplace requirement. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 4.Conduct negotiations at a functional level in in a foreign language | 1. Facilitation of functional level negotiations through exchange of key information and agreement on details as per workplace requirement. 2. Provision of products and services explanations as per workplace requirement. 3. Product/ service features description 4. Landmarks 5. Attractions 6. History 7. Culture 8. Transportation 9. Achievement of mutual understanding and agreement as per workplace procedure. 10. Vocabularies for agreeing and disagreeing | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 5. Read workplace documents written in a foreign language | 1. Read routine and non-routine workplace documents as per workplace procedure 2. Brochure or promotional material 3. Correspondence 4. Itineraries 5. Menus 6. Media release 7. Presentation for customers or colleagues 8. Product or operations manual 9. Quotation 10. Report 11. Interpretation of accompanying visual information to support comprehension as per workplace procedure 12. Interpretation of images, photos, and graphs 13. Interpretation of maps, directions and cues 14. Identification of main ideas, key facts and requirements are identified as per workplace procedure. 15. Identification of document type 16. Document format 17. Sender and recipient 18. Purpose of document 19. Identification of tone and purpose of document as per workplace procedure 20. Identification of tone in a document 21. Punctuation marks 22. Emphasis 23. Identification of document purpose 24. Responding to information and requests as per workplace procedure. 25. Guest correspondence- Emails and letters 26. Itineraries 27. Reports | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 6. Provide informal written translations using in a foreign language | 1. Capturing and conveyance of information in written texts and summaries, taking account of cultural differences as per workplace procedure. 2. Note taking and dictation 3. Giving speeches 4. Reporting 5. Cultural implications in language 6. Clarification of meanings and culturally specific details. 7. Recognition of documents requiring professional translation as per workplace procedure 8. Word for word translation 9. Sense for sense translation 10. Technical translation 11. Literary translation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 7. Write simple routine workplace documents in a foreign language | 1. Preparation of accurate routine workplace documents using key words, phrases, simple sentences and visual aids. 2. Conveying main ideas, facts and details 3. Provision of clear written directions and instructions in a correctly ordered sequence. 4. Date, time and venue 5. Message being conveyed 6. Use appropriately sequenced expressions and questions to support written communication 7. Numbers (cardinal and ordinal) 8. Formulating questions 9. Commands 10. Writing of information in appropriate documents. 11. Adherence to workplace, cultural conventions and protocols. 12. Professional dress code 13. Social customs 14. Conflict resolution 15. Cultural sensitivity 16. Meeting etiquette 17. Hierarchy and authority 18. Respectful communication 19. Provision of written responses to documents in accordance to form and tone. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Delivery**

* Role playing
* Speaking practice
* Listening practice
* Group discussion
* Direct Instruction

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Easy French/German step-by-step by Myrna Bell Rochester | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory/ Foreign Language Resources Room | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Headphones     - Foreign language audio files     - Foreign language video files     - Speakers | 30 | 1:1 |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **TOUR AND TRAVEL OPERATIONS**

**UNIT CODE: 1015 551 12A**

**UNIT DURATION: 160 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: perform tour and travel operations.

**Unit Description**

This unit covers the competencies required by a tour manager to perform tour and travel operations. It involves building tourist profile, negotiating tour components, developing tour package, administering tour package and preparing tour report

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| * + 1. Build tourist profile | **20** |
| * + 1. Negotiate tour components | **30** |
| * + 1. Develop tour package | **50** |
| * + 1. Administer tour package | **40** |
| * + 1. Prepare tour report | **20** |
| **TOTALS** | **160 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Build tourist profile | * 1. Introduction to tour and travel operations      1. Definition of terms * Demographics * Tour * Tour package * Tour components   1. Tourist demographics  1. Age 2. Gender 3. Income 4. Occupation 5. Origin 6. Group size    1. Tourist preferences       1. Types of tourists based on their preferences       2. Types of tourism    2. Tourist profiles based on preferences       1. Travel patterns       2. Length of stay       3. Common destinations       4. Spending patterns | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Negotiate tour components | 1. Tour components    * 1. Accommodation      2. Transport      3. Attractions/activities      4. Amenities      5. Ancillary services 2. Tour principals 3. Airlines    * 1. Railway operators      2. Hotels      3. Attraction providers 4. Tourist budget alternatives    * 1. Change in route      2. Change of mode of transport      3. Seeking cheaper hotels    1. Tour package report       1. Feature of a good tour report       2. Format of a tour package report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Develop tour package | * 1. Methods of documenting tour package components  1. Files 2. Computer reservation systems 3. Google drives    1. Analysis of a tour package report    2. Steps in development of a tour package 4. Information search 5. Supplier engagement 6. Tour costing 7. Marketing 8. Documenting | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Administer tour package | * 1. Tour package resources      1. Transport      2. Accommodation      3. Entertainment      4. Food and beverage   2. Tour itineraries      1. Information in a tour itinerary * Dates * Number of days * Stop overs * Meal plans   1. Types of tour itineraries      1. Detailed      2. skeleton   2. Tour package implementation | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Prepare tour report | * 1. Methods of obtaining tourist feedback  1. Guest feedback form 2. Verbal feedback 3. Complaint box 4. Direct engagement 5. Post tour recommendations    1. Recovery measures for tourists 6. Free meals 7. Refunds 8. Complimentary tours    1. Post tour report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Projects
* Group discussion
* Direct Instruction
* Field trips
* Role play
* Simulation

**Recommended Resources for 25 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Holiday organizers by Christopher Mace  The manual of Travel Agency Practice 3rd edition by Gwenda Syratt  The business of tourism by Christopher Holloway  Sustainable tourism by David Weaver | 25 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 25 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 25 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 25 | 1:10 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **TOURIST EXPERIENCE MANAGEMENT**

**UNIT CODE: 1015 551 13A**

**UNIT DURATION: 120 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Tourist Experience

**Unit Description**

This unit describes competencies required to manage tourist experience. It involves managing tourist care plan, handling tourists’ conflicts and complaints, developing public relations plan and applying recovery strategies

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. Manage tourist care plan | **30** |
| 1. Handle tourist conflict and complaints | **30** |
| 1. Develop public relations plan | **30** |
| 1. Apply recovery strategies | **30** |
| **TOTALS** | **120 HOURS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Manage tourist care plan | 1. Introduction to tourist experience management 2. Customer care 3. Tourist experience 4. Tourist care plan 5. Customer care tools; 6. Help desks 7. Questionnaires 8. Feedback surveys 9. Call centers 10. Importance of customer care tools 11. How customer care tools contribute to a positive customer experience     1. Customer care routines and procedures        1. Customer care procedures        2. 7 Cs of customer service        3. Principles of customer care     2. Monitoring and reviewing of customer care feedback        1. Define customer feedback        2. Effective customer feedback        3. Feedback review in customer service | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Handle tourist conflict and complaints | * 1. Definition of terms:      1. Conflicts      2. Complaints   2. Channels of lodging complaint      1. Nature and causes of complain and conflict * Poor quality services * Overcharging * Losses * Poor time management * Unprofessional services   + 1. Impacts of complaints   1. Complaints and conflicts resolution procedures   2. Handling of complaints and conflicts      1. Importance of handling complaints   3. Reviewing of customer reports | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Develop public relations plan | * 1. Definition of terms:   3.1.1 Public relations   * 1. Public relation tools      1. Types of public relation      2. Tools and techniques of public relations      3. Principles of public relation   2. Public relations procedures      1. State the four processes of public relation (Research, Planning, implementation, and Evaluation)   3. Conducting public relation activities      1. Types of public relation activities      2. Functions of public relation   4. Monitor and review of public relations feedback | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Apply recovery strategies | * 1. Methods of collecting customer feedback   2. Processing tourist feedback   3. Implementation of tourist recommendations   4. Development of recovery strategies report      1. Recovery strategies * Complimentary services * Free gifts * Financial refunds * Service contracting   + 1. Importance of the recovery strategies | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Role playing
* Field work
* Simulation
* Discussion
* Direct Instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Holiday organizers by Christopher Mace  The manual of Travel Agency Practice 3rd edition by Gwenda Syratt  The business of tourism by Christopher Holloway 10th Edition.  Sustainable tourism by David Weaver | 25pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 25 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 25 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 25 | 1:10 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

# MODULE FIVE UNITS OF LEARNING

# 

### **TOUR AND TRAVEL FINANCE MANAGEMENT**

**UNIT CODE: 1015 551 14A**

**UNIT DURATION: 240 Hours**

**Relationship to Occupational Standards:**

This unit addresses the Unit of Competency: Manage tour and travel finances

**Unit Description**

This unit covers the competencies required to manage tour and travel finances. It involves preparing business financial management, processing tour and travel financial transactions, maintaining tour and travel financial records, preparing tour and travel budgets and allocating resources. Additionally, it entails processing accounts payable and receivable and reporting on finances.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To prepare business financial management | **40** |
| 1. To process tour and travel financial transactions | **40** |
| 1. To maintain tour and travel financial records | **40** |
| 1. To prepare tour and travel budget and allocate resources. | **40** |
| 1. To process accounts payable and receivable. | **40** |
| 1. To prepare tour and travel finance reports. | **40** |
| **TOTALS** | **240 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Suggested Assessment Methods** |
| 1. Prepare business financial management | * 1. Introduction to financial accounting      1. Objectives of financial accounting      2. Scope of financial accounting      3. Accounting concepts, conventions and policies * Going concern * Accrual * Prudence * Matching   + 1. Users of accounting information     2. Accounting equation   1. Profits and losses      1. Reasons for profits      2. Reasons for losses   2. Financial analysis      1. Horizontal analysis      2. Vertical analysis      3. Ratio analysis      4. Trend analysis      5. Liquidity analysis   3. Review of statutory requirements.      1. Statutory accounts      2. Management accounts   4. Financial management software      1. Net suite      2. Acumatica-versatile scalability      3. Accounting suite      4. Sage intact | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Process tour and travel financial transactions | * 1. Receipt of cheques   2. Record of cash float   3. Checking of customer payment against sales value   4. Provision of correct balance for cash payments   5. Process and record transactions      1. Bookings and Reservations      2. Payment Processing      3. Supplier Payments      4. Staff Salaries and Benefits      5. Operational Expenses      6. Insurance Premiums      7. Tax Payment      8. Refunds and Cancellations      9. Currency Exchange Transactions      10. Interest Payments      11. Profit Distribution or Retained Earnings      12. Audit and Accounting Fees      13. Investments.      14. Miscellaneous Transactions   6. Transaction Details:      1. Customer information,      2. Date and time,      3. Transaction ID      4. Payment Methods      5. Calculation of customer payments.   7. Balance payments with point-of-sale records.      1. Product or Service Information      2. Discounts and Promotions      3. Tax Calculation      4. Customer Signatures or Confirmations      5. Multi-Currency Transactions: exchange rates, currency information      6. Refunds and Returns      7. Security Measures      8. Integration with Accounting Software   8. Financial discrepancies      1. Data Entry Errors      2. Reconciliation Issues      3. Fraudulent Activities      4. Internal Control Weaknesses      5. System Glitches or Software Bugs      6. Unrecorded Transactions      7. Currency Exchange Fluctuations      8. Duplicate Transactions      9. Invoice and Billing Errors      10. Timing Differences      11. Unreconciled Accounts      12. External Factors: Economic changes, regulatory updates, or external events.   9. Security of cash in transit. | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Maintain tour and travel financial records | * 1. Types of financial records      1. Income Statements      2. Balance Sheets      3. Cash Flow Statements      4. General Ledger      5. Accounts Receivable      6. Accounts Payable      7. Inventory Records      8. Bank Statements      9. Expense Reports      10. Tax Records      11. Payroll Records      12. Fixed Assets Register      13. Purchase Orders and Invoices   2. Reconciliation of accounts payable and receivable with general ledger.   3. Documentation discrepancies   4. Trial balance from the general ledger.   5. Payment documents   6. Payment documents Dispatch   7. Follow up of outstanding accounts | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Prepare tour and travel budget and allocate resources | * 1. Budget preparation   2. Transactions on cash and credit journal systems   3. Financial statement harmonization | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Process accounts payable and receivable | 1. Credit journals 2. Credit Sales. 3. Credit Purchases 4. Credit Card Transactions 5. Loan Transaction 6. Cash journals 7. Cash Receipts 8. Cash Disbursements 9. Petty Cash Transactions | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |
| 1. Prepare tour and travel finance reports | * 1. Statutory requirements for financial report.      1. Financial Statements      2. Audit and Assurance      3. Compliance with Tax Regulations   2. Issues in financial Reports      1. Accounting Errors      2. Fraudulent Activities      3. Expense Recognition Timing      4. Asset Valuation      5. Liability Recognition      6. Internal Control Weaknesses      7. Changes in Accounting Policies   3. Preparation of financial recommendation   4. Evaluation of financial management process | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project |

**Suggested Methods of Delivery**

* Group discussion
* Project
* Role playing
* Simulation
* Direct instruction

**Recommended Resources for 30 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Introduction to financial accounting by David Annand | 30 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:30 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:30 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:30 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:30 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software     - Computer reservation systems | 30 | 1:1 |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |

### **TOURIST SITE MANAGEMENT**

**UNIT CODE : 1015 551 15A**

**UNIT DURATION: 160 HOURS**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Tourist Site

**Unit Description**

This unit covers the competencies required for a tour manager to manage touristic site. It involves preparing attraction inventory, coordinating site visits, handling tourist feedback and handling site reports.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To prepare attraction inventory | **40** |
| 1. To coordinate tourist site visits | **40** |
| 1. To handle tourists feedback | **40** |
| 1. To handle site reports | **40** |
| **TOTALS** | **160 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Prepare attraction inventory | * 1. Introduction to tourists sites management  1. definition of terms  * Tourist attractions * Tourist sites * visit cycle   1. Identification of tourist sites  1. Historical sites 2. Natural attractions 3. Theme parks 4. Cultural attractions    1. Tourist attractions documentations 5. Attraction name 6. Location 7. Overview 8. Operating hours 9. Admission fee 10. Accessibility 11. Nearby attractions 12. Contacts information     1. Attraction report preparation 13. Content of tourism attraction report format | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Coordinate site visits | * 1. Categories of tourist site activities  1. Hiking 2. Cycling 3. Mountain climbing 4. Scuba diving 5. Kite skiing    1. Tourist site visit cycles 6. Seasonal 7. daily 8. weekly 9. event driven 10. cultural / pilgrimage 11. weather dependent cycle 12. optimizing site visit cycles     1. Tourist site visits implementation 13. planning the visit 14. logistics and transportation 15. tour design and experience 16. marketing and promotion 17. tourist services and support 18. feedback and evaluation 19. sustainability     1. Preparation of site visit report 20. Content of tourism site visit report format | * Practical assessment * Oral assessment * Project * Case study * Third party report * Written tests |
| 1. Handle tourist feedback | 1. Tourists feedback 2. Methods of receiving tourist feedback 3. Processing of tourist feedback 4. ways of collecting feedback 5. organizing feedback 6. analyzing feedback 7. response and action plan 8. implement changes 9. communicating back tourist 10. Tourist recovery strategies for negative feedback 11. methods of recovery strategies | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 4.Handle site reports | * 1. Receiving of Site visit report      1. Methods of receiving site visit report   2. Analysis of Site visit report      1. Method of analyzing Site visit report   3. Corrective actions based on the analyzed report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Portfolio
* Role playing
* Field trip
* Group discussion
* Direct Instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |
|  | Textbooks | First aid manual 11th edition  First aid pocket guide | 1:12  1:2 |
|  | Mobile Phones | Smartphone for use by trainees | 1:1 |
|  | Internet connection | Internet connection to aid communication between trainees |  |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, minutes, reports etc. | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 1:1 |
|  | First aid kits | complete | 1:6 |
|  | First aid dummy | complete | 1:12 |
|  | Camping tents | * Two man tent * Four man tent * Ten man canvas tent | 1:3  1:3  1:12 |
|  | Sleeping bags | * portable camping water proof | 1:1 |
|  | Sleeping mats | * outdoor sleeping mats | 1:1 |
|  | Globe | * world | 1:12 |
|  | Maps | * world * Africa * East Africa * Kenya | 1:5  1:5  1:5  1:5 |
|  | Binoculars | * Olympus 8-16x40 explorers | 1:3 |
|  | Camera | * canon | 1:12 |
|  | Compass | * outdoor camping compass | 1:1 |
|  | Uniform | * khaki * safari hat * safari boots | 1:1 |
|  |  |  |  |
| **C** | **Consumable Materials** |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task |  |
|  | Flashcards | For carrying out various activities by trainees |  |
|  | Flipcharts | Sufficient for group work activities and displaying |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours |  |

# MODULE SIX UNITS OF LEARNING

### **RESPONSIBLE TOURISM MANAGEMENT**

**UNIT CODE: 1015 551 19A**

**UNIT DURATION: 200 HOURS**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Promote responsible tour

**Unit Description**

This unit covers the competencies required by a tour manager to promote responsible tour. It involves; applying resource management practices, promoting pollution management practices, promoting green tourism practices, implementing waste management practices and engaging stakeholders in sustainable tourism.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To apply resource management practices | **40** |
| 1. To promote pollution management practices | **40** |
| 1. To promote green tourism practices | **40** |
| 1. To implement waste management practices | **40** |
| 1. To engage stakeholders in sustainable tourism | **40** |
| **TOTALS** | **200 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Apply resource management practices | 1. Introduction to sustainable tourism 2. Definition of terms;  * sustainable tourism * Environment * ecotourism * pollution  1. Scope of sustainable tourism 2. Types of sustainable tourism 3. Sustainable tourism goals 4. Tourist resources 5. Lakes 6. Rivers 7. Oceans 8. Forests 9. Parks 10. Cultural sites 11. Amusement parks 12. Reserves 13. Conservancies 14. Resource Personnel     1. Principles     2. Tour leaders     3. Guides     4. Driver guides     5. Tourists 15. Resource management practices 16. Planning 17. Allocation 18. Scheduling 19. Monitoring 20. Capacity management 21. Risk management 22. Cost management 23. collaboration 24. Technology and tools 25. Continuous improvement 26. Resource management practices implementation 27. Assessing resource needs 28. Developing a plan 29. Using tools 30. Allocating resources 31. Monitoring usage 32. Adjusting resources 33. Resource management practices evaluation 34. Resource utilization rate 35. Budget adherence 36. Employee turnover 37. Risk management 38. Prepare reports   Content of report format | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Promote pollution management practices | 1. types of pollution 2. Air pollution 3. Land pollution 4. Water pollution 5. Sources of pollution    1. Human sources    2. Natural sources    3. Industries 6. Mitigation measures 7. Bin cards provisions 8. Landfills provisions 9. Polluter pays principle 10. Conservation policies 11. Cleanup exercise 12. Pollution awareness 13. Impacts on health 14. Ecological consequences 15. climate change 16. Pollution policy development 17. types of pollution policies  * air pollution policy * water pollution policy * waste management policy * noise pollution policy | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Promote green tourism practices | 1. Green tourism practices 2. Sustainable transportation 3. Ecofriendly accommodation 4. Conservation and wildlife protection 5. Local sourcing and sustainable food 6. Cultural preservation 7. Ecofriendly activities and experiences 8. Waste and resource management 9. Environmental Education and awareness 10. Supporting sustainable tourism policies 11. Carbon offsetting 12. Environmental impact assessment 13. Steps of environmental impact assessment 14. Advantages and disadvantages 15. Implementation of green practices. 16. Energy efficiency 17. Waste reduction and recycling 18. Sustainable sourcing 19. Water conservation 20. Sustainable agriculture 21. Transportation and mobility 22. Green procurement policies 23. Carbon offsetting 24. Employee engagement and education 25. Corporate social responsibility 26. Implementation Action plan 27. Framework for creating action plan | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Demonstrate waste management practices | 1. Types of tourists waste 2. Promote sustainable forms of tourism 3. Reduce 4. Reuse 5. Composting 6. Waste segregation 7. Incentives and rewards 8. Public education 9. Effect of poor waste management 10. Environmental pollution 11. Public health risk 12. Social impact 13. Economic cost 14. Climate change 15. Effective waste management practices 16. waste segregation 17. waste minimization 18. recycling and reuse 19. efficient collection 20. public awareness 21. Waste management practice report 22. Content of waste management practice report format 23. Action is taken based on the recommendations of the report   as per sops | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 1. Engage stakeholders in sustainable tourism | 1. Sustainable tourism stakeholders 2. government 3. tourists 4. community 5. accommodation 6. transport 7. tour guides 8. Sensitization 9. Community projects 10. Awards 11. Education 12. penalties 13. Stakeholders’ sensitization report 14. Content of Stakeholders’ sensitization report format | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* practical
* Role playing
* Field trip
* Group discussion
* Direct Instruction

**Recommended Resources for 25 Trainees**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |
|  | Textbooks | First aid manual 11th edition  First aid pocket guide | 1:12  1:2 |
|  | Mobile Phones | Smartphone for use by trainees | 1:1 |
|  | Internet connection | Internet connection to aid communication between trainees |  |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, minutes, reports etc. | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1:25 |
|  | Computer Laboratory | Equipped with at least 30 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 1:1 |
|  | First aid kits | complete | 1:6 |
|  | First aid dummy | complete | 1:12 |
|  | Camping tents | * Two man tent * Four man tent * Ten man canvas tent | 1:3  1:3  1:12 |
|  | Sleeping bags | * portable camping water proof | 1:1 |
|  | Sleeping mats | * outdoor sleeping mats | 1:1 |
|  | Globe | * world | 1:12 |
|  | Maps | * world * Africa * East Africa * Kenya | 1:5  1:5  1:5  1:5 |
|  | binoculars | * Olympus 8-16x40 explorers | 1:3 |
|  | camera | * canon | 1:12 |
|  | compass | * outdoor camping compass | 1:1 |
|  | uniform | * khaki * safari hat * safari boots | 1:1 |
|  |  |  |  |
| **C** | **Consumable Materials** |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task |  |
|  | Flashcards | For carrying out various activities by trainees |  |
|  | Flipcharts | Sufficient for group work activities and displaying |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours |  |

### **TOUR MARKETING**

**UNIT CODE: 1015 551 16A**

**UNIT DURATION: 120 Hours**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Conduct Tour Marketing

**Unit Description**

This unit covers the competencies required to conduct tour marketing. It involves developing tour marketing report, packaging marketing tours and Promoting tours. This standard applies in tourism sector.

|  |  |
| --- | --- |
| **Summary of Learning Outcomes** | **Duration** |
| 1. To develop tour marketing report | **40** |
| 1. To market tour packages | **40** |
| 1. To promote tours | **40** |
| **TOTALS** | **120 HRS** |

**Learning Outcomes, Content and Suggested Assessment Methods**

|  |  |  |
| --- | --- | --- |
| Learning Outcome | Content | Suggested Assessment Methods |
| 1. Develop tour marketing plan | * 1. Target markets identification      1. Target market identification   2. Tourist profiles * Age * Interests * Budget * Travel preferences * Occupation * Travel patterns * Gender * Number of persons * Types of tourists * Types of tourism   1. Tour Market segmentation      1. Demographic      2. Geographic      3. Psychographic      4. Behavioral   2. Tour Market report      1. Types of tour market reports      2. Features of a marketing report      3. Report development | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |
| 2. Marketing tour packages | * 1. Tour Marketing mix      1. Price      2. Place      3. Product      4. People      5. Promotion      6. Physical evidence      7. Process   2. Tour Marketing tools * Social media marketing tools * Marketing softwares such as BuzzSumo, Hubspot and Unbounce * Digital marketing tools * Marketing documents such as fliers and brochures   1. Tour Marketing strategies      1. Market penetration      2. Product development      3. Market development      4. Diversification | • Written assessment  • Practical assessment  • Third party report  • Oral assessment  • Observation  • Project  • Case study analysis |
| 3. Promote tours | * 1. Tour Promotional mix      1. Advertising      2. Personal sales      3. Sales promotion      4. Public relations      5. Direct marketing   2. Tour promotional resources * Merchandise * Office stationery * Business cards * Presentation folders   1. Tour Promotional activities logistics      1. Selecting media channels      2. Communicating to providers      3. Coordinating providers      4. Mobilizing resources      5. Time scheduling   2. Tour Promotional activities      1. Discounts      2. Coupons and vouchers      3. E-mail and SMS campaigns      4. Paid advertising      5. Events      6. Tour package marketing report | * Written assessment * Practical assessment * Third party report * Oral assessment * Observation * Project * Case study analysis |

**Suggested Methods of Delivery**

* Practical
* Projects
* Group discussions
* Direct instruction
* Field trips
* Role play
* Simulation

**Recommended Resources for 25 Trainees**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/No.** | **Category/Item** | **Description/Specifications** | **Quantity** | **Recommended Ratio (Item: Trainee)** |
| **A** | **Learning Materials** |  |  |  |
|  | Textbooks | Marketing by Jim Blythe | 25 pcs | 1:1 |
|  | PowerPoint Presentations | For trainer’s use, covering course content and practical applications | 1 | 1:25 |
|  | Projector | Functional projector for displaying content during presentations | 1 | 1:25 |
|  | White board | Quality whiteboard of approximately 6 ft by 3 ft for writing during theory instruction | 1 | 1:25 |
|  | Printer | An ink-jet, laser-jet or toner-cartridge printer for printing notes, instructions and working drawings | 1 | 1:25 |
|  | Templates | Templates for creating various documents e.g. CV, Cover Letter, etc. | 30 | 1:1 |
| **B** | **Learning Facilities & Infrastructure** |  |  |  |
|  | Lecture/Theory Room  /Learning Resource  Area\* | Spacious, equipped with projectors and Seats for 30 trainees, approximately 45 sqm (5 m x 9 m) | 1 | 1:30 |
|  | Computer Laboratory | Equipped with at least 25 functional computers with internet connectivity and the following software:   * + - Windows/ Linux/ Macintosh Operating System     - Microsoft Office Software     - Google Workspace Account     - Antivirus Software | 30 | 1:1 |
|  | Simulated tour office | Equipped with at least three office desks, three office chairs, three laptops equipped with central reservation systems, three office telephone, enough stationeries materials, equipped with internet | 25 | 1:10 |
|  |  |  |  |  |
| **C** | **Consumable Materials** |  |  |  |
|  | Printing Papers | A4 and A3 Printing papers suitable for the task | Enough |  |
|  | Whiteboard Marker Pens | Dry-erase markers for trainers use. Assorted colours | Enough |  |
|  | Storage devices | Any of the following storage devices:   * USB Flash Drive * USB Hard Drive * Compact Disks (CDs) * Digital Versatile Disks (DVDs) | Enough |  |