

**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARD**

**FOR**

**TOUR AND TRAVEL MANAGER**

**KNQF LEVEL 6**

**CODE FOR NOS: 1015 554 A**

# FOREWORD

The Tourism industry is a cornerstone of Kenya's economy, contributing significantly to our GDP and providing employment opportunities for thousands of Kenyans. As we strive to position Kenya as a premier tourist destination, the role of skilled professionals in delivering world-class services becomes increasingly crucial.

These National Occupational Standards represent our commitment to excellence in the Tourism sector. They are a product of extensive collaboration between the government, industry experts, and educational institutions, ensuring that they are both comprehensive and relevant to the current needs of the industry.

By establishing clear benchmarks for the knowledge, skills, and attitudes required of Tour Guides, these standards will play a vital role in:

1. Tour and Travel Management curriculum development in vocational training institutions
2. Providing a framework for assessment and certification
3. Offering a clear pathway for career progression in the profession
4. Enhancing the overall quality of service in Kenya's Tourism establishments

I commend all those who have contributed to the development of these standards. Your expertise and dedication will have a lasting impact on the professionalization of the Tour and Travel Management occupation in Kenya.

As we move forward, I call upon all stakeholders to embrace these standards and work collaboratively in their implementation. Together, we can elevate the standards of our Tourism industry, create more opportunities for our youth, and strengthen Kenya's position as a world-class tourist destination.

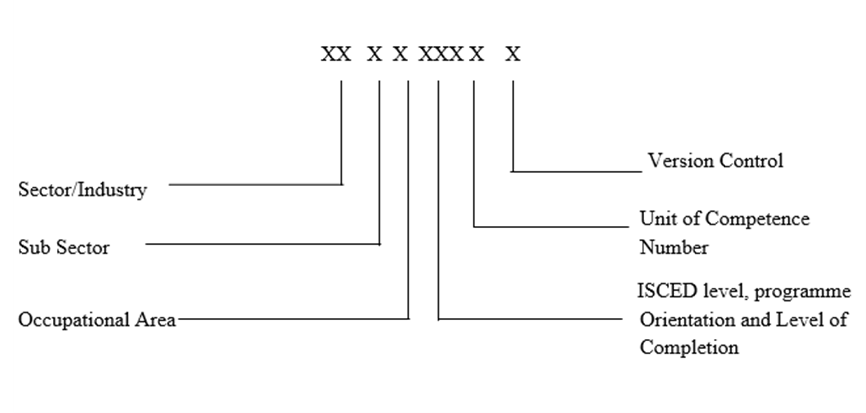
**Principal Secretary**

**Technical Vocational Education and Training**

**ACRONYMS AND ABBREVIATION**

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

**KEY TO UNIT CODE**



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# OCCUPATIONAL STANDARD OVERVIEW

Tour and Travel Manager Level 6 Occupational Standard describes the competencies required to work as a Tour and Travel Manager. The core competencies required by Tour and Travel Manager includes conduct tour marketing, perform tour guide operations, booking and reservations, and tour and travel operations, manage tourist site, promote responsible tours, and enhance tourist experience and process flight booking / reservation

## SUMMARY OF UNITS OF COMPETENCY

|  |  |  |
| --- | --- | --- |
|  | **BASIC UNITS OF COMPETENCY** | |
| **UNIT CODE** |  | **UNIT TITLE** |
| 0413 541 01A |  | Apply Digital Literacy |
| 0031 541 02A |  | Apply Communication Skills |
| 0417 541 03A |  | Apply Work Ethics and Practices |
| 0413 541 04A |  | Apply Entrepreneurial Skills |
|  | **COMMON UNITS OF COMPETENCY** | |
| 1015 551 05A |  | Manage Tour and Travel Finances |
| 0111 551 06A |  | Conduct Tourism Research |
| 1015 551 07A |  | Apply Tourism Industry Knowledge |
| 1015 551 08A |  | Conduct Oral Communication in A Language Other Than English |
| 1015 551 09A |  | Read and Write Information in A Language Other Than English |
|  | **CORE UNITS OF COMPETENCY** | |
| 1015 551 10A |  | Conduct Tour Marketing |
| 1015 551 11A |  | Perform Tour Guide Operations |
| 1015 551 12A |  | Perform Tour and Travel Booking and Reservations |
| 1015 551 13A |  | Perform Tour and Travel Operations |
| 1015 551 14A |  | Manage Tourist Site |
| 1015 551 15A | | Promote Responsible Tours |
| 1015 551 12A | | Enhance Tourist Experience |
| 1015 551 13A | | Process Flight Booking/ Reservation |

# BASIC UNITS OF COMPETENCY

### **APPLY DIGITAL LITERACY**

**UNIT CODE: 0413 541 01A**

**UNIT DESCRIPTION:**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Operate computer devices | 1.1 C***omputer device*** usage is determined as per workplace requirements.  1.2 ***Computer hardware*** is identified according to job requirements.  1.3 ***Computer software*** is identified according to workplace requirements.  1.4 Computer devices are turned on or off as per the correct workplace procedure.  1.5 ***Mouse techniques*** are applied in solving tasks as per workplace requirements.  1.6 Keyboard techniques are applied in solving tasks as per workplace requirements.  1.7 Computer files and folders are created and managed as per workplace requirements.  1.8 ***Internet connection option***s are identified and applied in connecting computer devices to the Internet.  1.9 ***External devices*** are identified and connected to the computer devices as per the job requirement. |
| 2. Solve tasks using Office suite | ***2.1 Word processing concepts*** are applied in solving workplace tasks as per job requirements.  ***2.2*** Worksheet data is entered and prepared in accordance with work procedures.  ***2.3*** Worksheet data is built and edited in accordance with workplace procedures.  ***2.4 Data manipulation*** on a worksheet is undertaken in accordance with work requirements.  ***2.5*** Worksheets are saved and printed in accordance with job requirements.  ***2.6 Electronic presentation concepts*** are applied in solving workplace tasks as per job requirements. |
| 3. Manage data and information | 3.1 Office ***internet services*** are identified and applied in accordance with office procedures.  3.2 ***Internet access applications*** are determined in accordance with office operation procedures.  3.3 Internet search is performed as per job requirements.  3.4 Online digital content is downloaded in accordance with workplace requirements.  3.5 Digital content is identified and backed up in accordance with workplace procedures. |
| 4. Perform online communication and collaboration | 4.1 Netiquette principles are observed as per work requirements.  4.2 Electronic mail communication is executed in accordance with workplace policy.  4.3 Digital content copyright and licenses are identified and applied according to workplace policies and regulatory requirements.  4.4 ***Online collaboration tools*** are applied in accordance with workplace policies and regulatory requirements. |
| 5. Apply cybersecurity  skills | ***5.1 Data protection*** and ***privacy*** is classified in accordance with workplace policies and regulatory requirements.  ***5.2 Internet security threats*** are identified as per workplace policies and regulatory requirements.  ***5.3*** Computer threats and crimes are detected in accordance to Information Management security guidelines  ***5.4 Cybersecurity control measures*** are applied in accordance with workplace policies and regulatory requirements. |
| 6. Perform online jobs | ***6.1 Online job platforms*** are identified as per the job requirements.  ***6.2*** Online accounts and profiles are created in accordance with the work requirements.  ***6.3*** Online jobs are identified according to the bidder’s skillset.  ***6.4*** Online digital identity is managed according to industry best practices.  ***6.5*** Online job bidding is done as per the specific job requirements.  ***6.6*** Online tasks are executed according to the job requirements.  ***6.7*** Personal online payment account is managed in accordance with financial regulations. |
| 7. Apply job entry techniques | ***7.1 Job opportunities*** are sought based on competencies.  ***7.2*** A winning resume/CV is developed as per job advertisement.  ***7.3*** An application/cover letter is developed based on the job advertisement.  ***7.4 Certificates And Testimonials*** are organized as per resume.  ***7.5*** Interview skills are demonstrated as per job advertisement |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Computer devices may include but are not limited to: | * Desktops * Laptops * Smart phones * Tablets * Smart watches |
| 2. Computer hardware may include but are not limited to: | * The System Unit E.g. Motherboard, CPU, casing, * Input Devices e.g. pointing, keying, scanning, voice/speech recognition, direct data capture devices. * Output Devices e.g. hardcopy output and softcopy output * Storage Devices e.g. main memory e.g. RAM, secondary storage (Solid state devices, Hard Drives, CDs & DVDs, Memory cards, Flash drives * Computer Ports e.g. HDMI, DVI, VGA, USB type C etc. |
| 3. Computer software may include but are not limited to: | * System software e.g. Operating System   (Windows, Macintosh, Linux, Android, iOS)   * Application Software e.g. Word Processors, Spreadsheets, Presentations etc. * Utility Software e.g. Antivirus programs |
| 4. External devices may include but are not limited to: | * Printers * Projectors * Smart Boards * Speakers * External storage drives * Digital/Smart TVs |

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 5. Word processing concepts may include but are not limited to: | * Creating word documents * Editing word documents * Formatting word documents * Saving word documents * Printing word documents |
| 6. Mouse techniques may include but are not limited to: | * Clicking * Double-clicking * Right-clicking * Drag and drop |
| 7. Internet connection options may include but are not limited to: | * Mobile Networks/Data Plans * Wireless Hotspots * Cabled (Ethernet/Fiber) * Dial-Up * Satellite * ISDN (Integrated Services Digital Network) |
| 8. Data manipulation may include but are not limited to: | * Use of formulae * Use of functions * Sorting * Filtering * Visual representation using charts |
| 9. Electronic presentation concepts may include but are not limited to: | * Creating slides * Editing slides * Formatting slides * Applying slide effects and transitions * Creating and playing slideshows * Saving presentations * Printing slides and handouts |
| 10. Internet services may include but are not limited to: | * Communication Services * Information Retrieval Services * File Transfer * World Wide Web Services * Web Services * Directory Services * Automatic Network Address Configuration * NewsGroup * Ecommerce |
| 11. Internet access applications/software may include but are not limited to: | * Browsers * Email Apps * eCommerce Apps |
| 12. Online collaboration tools may include but are not limited to: | * Online Storage * Online productivity applications * Online meetings, * Online learning environments, * Online calendars * Social networks |
| 13. Data protection and privacy may include but not limited to: | * Confidentiality of data/information * Integrity of data/information * Availability of data/information |
| 14. Internet security threats may include but not limited to: | * Malware attacks * Social engineering attacks * Software supply chain attacks * Advanced persistent threats (APT) * Distributed denial of service (DDoS) * Man-in-the-middle attack (MitM) * Password attacks * IoT Attacks * [Phishing Attacks](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#phishing-attacks) * [Ransomware](https://onlinedegrees.sandiego.edu/top-cyber-security-threats/#ransomware) |
| 15. Security threats control measures may include but not limited to: | * Counter measures against cyber terrorism * Physical Controls * Technical/Logical Controls * Operational Controls |
| 16. Online job platforms may include but are not limited to: | * Remo-task * Data annotation tech * Cloud-worker * Upwork * Oneforma * Appen |
| 17. Job opportunities may include but not limited to: | * Self-employment * Service provision * product development * salaried employment |
| 18. Certificates and testimonials may include but not limited to: | * Academic credentials * Letters of previous employments/ services rendered * Letters of commendation * Certifications of participation * Awards |
| 19. Interview skills may include but not limited to: | * Listening skills * Grooming * Language command * Articulation of issues * Body language * Time management * Honesty * Generally knowledgeable in current affairs and technical area |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Computer Hardware and Software Concepts
* Computer Security Concepts (Data security and privacy)
* Cyber security threats and control measures
* Understanding Computer Crimes
* Detection and protection against computer crimes
* Laws governing protection of ICT in Kenya
* Digital Identity Management
* Netiquette Principles
* Fundamentals of Copyright and Licenses
* Word processing;
* Functions and concepts of word processing;
* Documents and tables creation and manipulations;
* Document editing;
* Document formatting;
* Word processing utilities
* Spreadsheets;
* Meaning, types and importance of spreadsheets;
* Components of spreadsheets;
* Functions, formulae, and charts, uses and layout;
* Data formulation, manipulation and application to cells;
* Editing & formatting spreadsheets;
* Presentation Packages;
* Types of presentation Packages.
* Creating, formulating, running, editing, printing and presenting slides and handouts
* Networking and Internet;
* Internet connectivity.Browser and digital content management;
* Managing data, information, and digital content
* Electronic mail and World Wide Web
* Fundamentals of Online Working;
* Online Profile Management;
* e-Portfolio Management;
* Online Jobs Bidding;
* Online Payment Systems;
* Job entry techniques
* Job searching sites
* Interview preparation skills
* Interview handling

**Required skills**

The individual needs to demonstrate the following skills:

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

**EVIDENCE GUIDE**

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

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

### **APPLY COMMUNICATION SKILLS**

**UNIT CODE: 0031 541 02A**

**UNIT DESCRIPTION**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

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

**RANGE**

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

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

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

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

**REQUIRED KNOWLEDGE**

The individual needs to demonstrate knowledge of:

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

**EVIDENCE GUIDE**

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

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

### **APPLY WORK ETHICS AND PRACTICES**

**UNIT CODE: 0417 541 05A**

**UNIT DESCRIPTION**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
| 1. Apply self- management skills | 1.1 Personal vision, mission and goals are formulated based on potential and concerning organization objectives and strategic plan  1.2 Self-esteem and a positive self-image are developed and maintained based on value  1.3 Emotional intelligence and stress management are demonstrated as per workplace requirements.  1.4 Assertiveness is developed and maintained based on the requirements of the job.  1.5 Accountability and responsibility for one's actions are demonstrated based on workplace instructions.  1.6 Time management, attendance and punctuality are observed as per the organization’s policy.  1.7 Personal goals are managed as per the organization’s objective  1.8 Self-strengths and weaknesses are identified based on personal objectives  1.9 Motivation, initiative and proactivity are utilized as per the organization policy  1.10 Individual performance is evaluated and monitored according to the agreed targets. |
| 2. Promote ethical work practices and values | 2.1 Integrity is demonstrated as per acceptable norms  2.2 Codes of conduct is applied as per the workplace requirements  2.3 Policies and guidelines are observed as per the workplace requirements  2.4 Professionalism is exercised in line with organizational Policies |
| 3. Promote Team work | ***3.1 Teams*** are formed to enhance productivity based on organization’s objectives  ***3.2*** Duties are assigned to teams under the organization policy.  ***3.3*** Team activities are managed and coordinated as per set objectives.  ***3.4*** Team performance is evaluated based on set targets as per workplace policy.  ***3.5 Conflicts*** are resolved between team members in line with organization policy.  ***3.6*** Gender and diversity-related issues are identified and mainstreamed in accordance with workplace policy.  ***3.7*** Healthy ***relationships*** are developed and maintained in line with the workplace.  ***3.8*** Adaptability and flexibility are applied in dealing with team members as per workplace policies |
| 4. Maintain professional and personal development | ***4.1 Personal growth and development*** needs are identified and assessed in line with the requirements of the job.  ***4.2 Training and career opportunities*** are identified and utilized based on job requirements.  ***4.3 Resources*** for training are mobilized and allocated based on organizations and individual skills needs.  ***4.4*** Licenses and certifications relevant to the job and career are obtained and renewed as per policy.  ***4.5*** Recognitions are sought as proof of career advancement in line with professional requirements.  ***4.6*** Work priorities and personal commitments are balanced and managed based on the requirements of the job and personal objectives.  ***4.7*** Dynamism and on-the-job learning are embraced in line with the organization’s goals and objectives. |
| 5. Apply Problem solving skills | ***5.1 Creative, innovative*** and practical solutions are developed based on the problem  ***5.2*** Independence and initiative in identifying and solving problems are demonstrated based on the requirements of the job.  ***5.3*** Team problems are solved as per the workplace guidelines  ***5.4*** Problem-solving strategies are applied as per the workplace guidelines  ***5.5*** Problems are analyzed and assumptions tested as per the context of data and circumstances |
| 6. Promote Customer Care | 6.1 Customers' needs are identified based on their characteristics  6.2 Customer ***feedback*** is allowed and facilitated in line with organization policies.  6.3 Customer concerns and complaints are analyzed and resolved in line with the set organizational culture.  6.4 Proactive customer outreach programs are implemented as per organizational policies  6.5 Customer retention strategies are developed and implemented in line with the organizational policy |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Feedback may include but not limited to: | * Verbal * Written * Informal * Formal |
| 2. Conflicts include but are not limited to: | * Interpersonal Conflict. * Intrapersonal Conflict. * Intergroup Conflict. * ● Intragroup Conflict. |
| 3. Relationships may include but not limited to: | * Man/Woman * Trainer/trainee * Employee/employer * Client/service provider * Husband/wife * Boy/girl * Parent/child * Sibling relationships |
| 4. Team may include but not limited to: | * Small work group * Staff in a section/department * Inter-agency group * Virtual teams |
| 5. Personal growth may include but not limited to: | * Growth in the job * Career mobility * Gains and exposure the job gives * Net workings * Benefits that accrue to the individual as a result of noteworthy performance |
| 6. Personal objectives may include but not limited to: | * Long term * Short term * Broad * Specific |
| 7. Trainings and career opportunities may include but not limited to | * Participation in training programs * Serving as Resource Persons in conferences and workshops * Capacity building |
| 8. Resource may include may but not limited to: | * Human * Financial * Technology |
| 9. Creative and innovative may include but not limited to: | * New ideas * Original ideas * Different ideas * Methods/procedures * Processes * New tools |
| 10. Emerging issues may include but not limited to: | * Artificial Intelligence * Data confidentiality * National cohesion * Open offices |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

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

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment require evidence that the candidate:  1.1 Applied self-management skills as per organizational procedures.  1.2 Promoted ethical practices and values as per organizational procedures.  1.3 Promoted Teamwork as per workplace assignments.  1.4 Maintained professional and personal development as per organizational procedures.  1.5 Applied Problem-solving skills based on work requirements.  1.6 Identified customer needs based on their characteristics.  1.7 Gave back Customer feedback in line with organization policies. |
| 2. Resource  Implications | The following resources should be provided:  2.1 Access to relevant workplace where assessment can take place  2.2 Appropriately simulated environment where assessment can take place.  2.3 Resources relevant to the proposed activity or tasks. |
| 3. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment |
| 4. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

### **APPLY ENTREPRENEURIAL SKILLS**

**UNIT CODE: 0413 541 09A**

**UNIT DESCRIPTION**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes that make up workplace function. | **PERFORMANCE CRITERIA**  These are assessable statements that specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in Range*** |
| 1. Apply Financial Literacy Skills | **1.1 Sources of personal and business *funds*** are identified as per financial procedures and standards  **1.2** Personal finances are managed as per financial procedures and standards  **1.3** Savings are managed as per financial procedures and standards  **1.4** Debts are managed as per financial procedures and standards  **1.5** Investments are undertaken as per financial procedures and standards  **1.6** Insurance services are procured as per financial procedures and standards |
| 2. Apply entrepreneurial concept | 2.1 Entrepreneurs and Business persons are distinguished as per principles of entrepreneurship  2.2 ***Types of entrepreneurs*** are identified as per principles of entrepreneurship  2.3 Ways of becoming an entrepreneur are identified as per principles of Entrepreneurship  2.4 ***Characteristics of Entrepreneurs*** are identified as per principles of Entrepreneurship  2.5 Salaried employment and self-employment are distinguished as per principles of entrepreneurship  2.6 ***Requirements for entry into self-employment*** are identified according to business procedures and standards  2.7 Roles of an Entrepreneur in an enterprise are determined according to business procedures and standards  2.8 **Contributions of entrepreneurship** to National development are identified as per business procedures and standards |
| 3. Identify entrepreneurial opportunities | 3.1 Business ideas are identified as per business procedures and standards  3.3 Factors to consider when evaluating business opportunity viability are explored based on business procedure and standards  3.4 Entrepreneurial opportunities are evaluated as per business procedures and standards  3.5 Business ideas and opportunities are generated as per business procedures and standards  3.6 Business life cycle is analysed as per business procedures and standards |
| 4. Apply business legal aspects | ***4.1 Forms of business ownership*** are identified as per legal procedures and practices  ***4.2*** Business Registration and Licensing processes are identified as per legal procedures and practices  ***4.3*** Types of Contracts and Agreements are analysed as per legal procedures and practices  ***4.4*** Employment Laws are identified as per legal procedures and practices  ***4.5*** Taxation laws are identified as per legal procedures and practices |
| 5. Innovate Business strategies | 5.1 Business innovation strategies are determined by the organization standards  5.2 Creativity in business development is demonstrated in accordance with business standards  5.3 ***Innovative business standards*** are developed as per business principles  5.4 Linkages with other entrepreneurs are created as per best practice  5.5 ICT is incorporated in business growth and development as per best practice |
| 6. Develop Business Plan | 6.1 Business idea is described as per business procedures and standards  6.2 Business description is developed as per business plan format  6.3 Marketing plan is developed as per business plan format  6.4 Organizational/Management plan is prepared in accordance with business plan format  6.5 Production/operation plan is prepared in accordance with business plan format  6.6 Financial plan is prepared in accordance with the business plan format  6.7 Executive summary is prepared in accordance with business plan format  6.8 Business plan is presented as per best practice  6.9 Business ideas are incubated as per institutional policy. |

**RANGE**

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

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

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

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

**Required Knowledge**

The individual needs to demonstrate knowledge of:

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

**EVIDENCE GUIDE**

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

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

# COMMON UNITS OF COMPETENCY

### **MANAGE TOUR AND TRAVEL FINANCES**

**UNIT CODE: 1015 551 14A**

**UNIT DESCRIPTION**

This unit covers the competencies required manage tour and travel finances**.** It involves preparing for 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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace  Function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1.Prepare business financial  management | 1.1 Reasons for ***losses or profits*** are assessed as per work procedure.  1.2 Financial analysis is contacted as per work requirement.  1.3 Statutory requirements are reviewed as per the work requirement.  1.4 Existing financial management software is analyzed as per work requirement |
| 2.Process tour and travel financial transactions | 2.1 Cheque is received as per workplace procedure  2.2 Cash float recorded as per work requirement  2.3 Customer payment is checked against sale value as per work requirement.  2.4 Correct change for cash payments is provided as per workplace procedure.  2.5 ***Transactions*** are processed and recorded according to organizational procedures.  2.6 Transactions are completed as per customer service requirements.  2.7 Customer payment is balanced according to organizational policy.  2.8 ***Point-of-sale records of customer payments*** are determined as per work requirement.  2.9 Customer payment is calculated as per workplace procedures.  2.10 Payments are balanced with point-of-sale records as per workplace procedures.  2.11 ***Discrepancies*** are reported in the reconciliation as per work requirement.  2.12 Payments are transported according to organizational security procedures. |
| 3. Maintain tour and travel financial records | 3.1 Daily ***financial records*** are correctly maintained in accordance with organizational and legislative requirements  3.2 Documentation discrepancies are handled according to organizational and legislative requirements.  3.3 Transactions processed as per organizational procedures.  3.4 Transactions are recorded in journals in accordance with organizational and legislative requirement.  3.5 General ledger is maintained in accordance with organizational and legislative requirements  3.6 Transactions are posted into general ledger in accordance with organizational and legislative reporting requirements  3.7 Systems for accounts payable and receivable are reconciled with general ledger as per organizational requirement.  3.8 Trial balance from general ledger is prepared in accordance with organizational and legislative requirements  3.9 Cash flow is accounted for in accordance with organizational and legislative requirements  3.10 Payments are processed in accordance with organizational and legislative requirements  3.11 Outstanding accounts are followed up as per work procedures  3.12 Payment documentations are checked as per work requirements  3.13 Payment documentations are dispatched to creditors as per work procedures |
| 4. Prepare tour and travel budget and allocate resources | 4.1 Budget from previous financial data is developed according to organizational and statutory requirements  4.2 Budgets are circulated as per work requirement  4.3 Funds harmonization is done as per work requirements  4.4 Profit and loss statements are reviewed as per work requirement.  4.5Financial statements are harmonized as per work procedures. |
| 5. Process accounts payable and receivable | 5.1 Source documents are checked for accuracy as per work requirements  5.2 Discrepancies in source documents are referred as per organizational policy and procedures.  5.3 Transactions are entered into the cash and credit journal system in accordance with organizational policy and procedures  5.4 ***Credit journals*** are summed in accordance with organizational policy and procedures.  5.5 ***Cash journals*** are checked against bank statements as per work requirement.  5.6 Cash journals are updated as per workplace procedure.  5.7 Discrepancies are reported as per work requirements. |
| 6. Report on finances | 6.1 Organizational ***statutory financial reporting requirements*** are identified as per work requirement.  6.2 ***Issues*** in statements are aligned as per work requirements.  6.3 Financial recommendation is prepared as per work requirement.  6.4 Financial management process is evaluated as per work procedures. |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Losses or profits may include but not limited to: | * Factors Contributing to Profit: Sales Volume, Effective   Marketing, Cost Management, Diversification of Services, High Customer Satisfaction, Partnerships and Collaborations, Innovative Offerings:   * Factors Contributing to Loss: Low Sales and Bookings,   Economic Downturn, Natural Disasters or External  Shocks, Negative Reviews and Reputation Damage,  Inadequate Risk Management, Regulatory Changes. |
| 2. Transactions | * Bookings and Reservations * Payment Processing * Supplier Payments * Staff Salaries and Benefits * Operational Expenses * Insurance Premiums * Tax Payments * Refunds and Cancellations * Currency Exchange Transactions * Interest Payments * Profit Distribution or Retained Earnings * Audit and Accounting Fees * Investments * Miscellaneous Transactions |
| 3. Receipts | * Booking Confirmation Receipt * Reservation Receipt * Deposit Receipt * Final Payment Receipt * Invoice Receipt * Refund Receipt * Credit Card Receipt * Currency Exchange Receipt * Tour Voucher * Gift Certificate Receipt * Expense Receipt |
| 4. Point-of-sale records of customer payments | * Transaction Details: customer information, date and time, transaction ID * Payment Methods * Product or Service Information * Discounts and Promotions * Tax Calculation * Customer Signatures or Confirmations * Multi-Currency Transactions: exchange rates, currency information * Refunds and Returns * Security Measures * Integration with Accounting Software Reporting and Analysis |
| 5. Financial discrepancies | * Data Entry Errors * Reconciliation Issues * Fraudulent Activities * Internal Control Weaknesses * System Glitches or Software Bugs * Unrecorded Transactions * Currency Exchange Fluctuations * Duplicate Transactions * Invoice and Billing Errors * Timing Differences * Unreconciled Accounts * External Factors: Economic changes, regulatory updates, or external events. |
| 6. Financial records | * Income Statements * Balance Sheets * Cash Flow Statements * General Ledger * Accounts Receivable * Accounts Payable * Inventory Records * Bank Statements * Expense Reports * Tax Records * Payroll Records * Fixed Assets Register * Purchase Orders and Invoices |
| 7. Credit journals | * Credit Sales. * Credit Purchases * Credit Card Transactions * Loan Transaction |
| 8. Cash journals | * Cash Receipts * Cash Disbursements * Petty Cash Transactions |
| 9. statutory requirements for financial report | * Financial Statements * Audit and Assurance * Compliance with Tax Regulations |
| 10. Issues in financial reports | Accounting Errors  Fraudulent Activities  Expense Recognition Timing  Asset Valuation  Liability Recognition  Internal Control Weaknesses  Changes in Accounting Policies |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Financial Acumen
* Bookkeeping and Accounting
* Forecasting
* Expense Management
* Vendor Negotiation
* Financial Reporting
* Cash Flow Management
* Risk Management
* Financial Compliance
* Financial Decision-Making
* Currency Management
* Financial Software Proficiency
* Communication Skills
* Decision-Making Under Pressure

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Financial Planning
* Accounting Principles
* Financial Analysis
* Expense Management
* Vendor Negotiation
* Financial Reporting
* Cash Flow Management
* Risk Management
* Financial Compliance
* Financial Decision-Making
* Currency Management
* Financial Software Proficiency
* Communication Skills
* Decision-Making Under Pressure
* Ethical Conduct

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment requires evidence that the candidate:  1.1 Assesses reasons for profits and losses, interprets financial data, and analyzes business plans, cash flow, and strategic goals to align financial activities with organizational objectives.  1.2 Reviews statutory and tax requirements, ensuring that financial activities comply with organizational policies and external regulations.  1.3 Proficient in handling financial transactions, including receiving payments, recording cash floats, balancing customer payments, and providing accurate receipts and change, ensuring accuracy and efficiency in all processes.  1.4 Evaluates existing financial software and proposes recommendations for improvement based on organizational needs.  1.5 Maintains accurate records, processes transactions, reconciles discrepancies, and ensures the completeness and precision of financial ledgers and general ledgers, adhering to both organizational and legislative requirements. |
| 2. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 3. Methods of Assessment | Competency in this unit may be assessed through:   * Oral questioning * Written tests * Practical * Portfolio * Third party reports |
| 4. Context of  Assessment | Competency may be assessed   * Simulated workplace * Workplace |
| 5. Guidance  information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

### **CONDUCT TOURISM RESEARCH**

**UNIT CODE: 0111 551 06A**

**UNIT DESCRIPTION**

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

This standard applies in tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Develop tourism study design | 1.1 Research scope is defined as per tourism study requirements  1.2 Literature review content is collected as per study requirements  1.3 Tourism ***study methodologies*** are identified as per study requirements  1.4 Tourism study methodologies are evaluated as per study requirements  1.5 Tourism research methodology is selected per study requirements  1.6 Tourism study ***data collection needs*** is assed as per study requirements  1.7 Tourism research study experts are consulted as per study requirements  1.8 Tourism study methodology selection is finalized as per study requirements  1.9 Tourism study approval is obtained as per study requirements |
| 2. Collect tourism study data | 2.1 Research design is documented as per study tourism requirements  2.2 Data collection plan is developed as per tourism study requirements.  2.3 ***Data collection tools*** are developed as per study requirements  2.4 ***Data sources*** are vetted for reliability as per tourism study requirements.  2.5 Sampling plan is created as per tourism study requirements  2.6 Pilot testing procedure is developed as per tourism study requirements  2.7 Tourism study pilot testing is conducted as per tourism study requirements  2.8 ***Ethical guidelines*** are established as per tourism study requirements  2.9 ***Data collection methods*** are selected as per tourism study best practices.  2.10 Data collectors are trained as per tourism study protocols.  2.11 Primary data is gathered as per tourism study from reliable sources.  2.12 Secondary data is compiled as per tourism study from verified sources.  2.13 Ethical guidelines are followed as per tourism study standards.  2.14 Data collection is monitored as per tourism study to ensure accuracy.  2.15 Data is recorded accurately as per tourism study standards.  2.16 Data is stored securely as per tourism study regulations.  2.17 Data is reviewed for completeness as per tourism study requirement. |

|  |  |
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| 3, Analyze tourism study data | 3 .1Data management plan is designed as per tourism study requirements  3 .2***Data analysis techniques*** are outlined as per tourism study requirements  3 .3 Pre-process data is cleaned as per tourism study protocols. 3 .4Data analysis techniques are chosen as per tourism study requirement.  3 .5Statistical analysis is conducted as per tourism study standards.  3 .6Data analysis tools and software are utilized as per tourism study requirements  3 .7Qualitative/quantitative analysis is performed as per tourism study methods.  3 .8Patterns and trends are identified as per tourism study objectives.  3 .9Results with benchmarks are compared as per tourism study standards.  3 .10 Findings are validated as per tourism study through peer review.  3 .11 Data insights are interpreted as per tourism study goals.  3 .12 Results are documented as per tourism study formats.  3 .13 ***Visualizations*** are prepared as per tourism study standards. |
| 4. Develop tourism study report | 4 .1Stakeholder approval for reporting is obtained as per tourism study requirements  4 .2Tourism study results are compared to industry benchmarks  4 .3Tourism study findings are validated as per peer review and expert consultation guidelines  4 .4Insights are documented as per research reporting guidelines.  4 .5Study recommendations is created Based on research Analysis  4 .6Recommendations are formulated based on data-driven insights.  4 .7Each recommendation is supported as per evidence from the analysis.  4 .8Recommendations are presented as per identified gaps and opportunities.  4 .9Recommendations are prioritized based on potential benefits. |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Study methodologies may include but not limited to: | * Surveys * Case Studies * Experiments * Longitudinal Studies * Ethnography * Action Research * Data Collection Tools |
| 2. Data collection tools may include but not limited to: | * Questionnaires/Surveys * Interviews * Observation Checklists * Focus Groups |
| 3. Data sources may include but not limited to: | * Primary Sources * Secondary Sources * Government Databases * Academic Journals * Company Records * Online Repositories * Ethical Guidelines |
| 3. Ethical guidelines may include but not limited to: | * Informed Consent * Confidentiality * Beneficence * Non-Maleficence * Integrity * Respect for Persons |
| 4. Data collection methods may include but not limited to: | * Surveys/Questionnaires * Interviews * Observation * Experiments * Focus Groups |
| 5. Data analysis techniques may include but not limited to: | * Statistical Analysis * Content Analysis * Thematic Analysis * Comparative Analysis * Cluster Analysis |
| 6. Data Analysis Techniques  Visualizations may include but not limited to: | * Bar Charts * Line Graphs * Pie Charts * Histograms * Scatter Plots * Heat Maps |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

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

**Required Knowledge**

The individual needs to demonstrate knowledge of:

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

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment requires evidence that the candidate:  1.1 Defined research scope as per tourism study requirements.  1.2 Collected literature review content as per study requirements.  1.3 Identified tourism study methodologies as per study requirements.  1.4 Selected tourism research methodology as per study requirements.  1.5 Obtained study approval as per study requirements.  1.6 Documented research design as per tourism study requirements.  1.7 Developed data collection plan as per tourism study requirements.  1.8 Developed data collection tools as per study requirements.  1.9 Developed pilot testing procedure as per tourism study requirements.  1.10 Conducted pilot testing as per tourism study requirements.  1.11 Selected data collection methods as per tourism study best practices.  1.12 Gathered primary data as per tourism study.  1.13 Recorded data accurately as per tourism study standards.  1.14 Designed data management plan as per tourism study requirements.  1.15 Chosen data analysis techniques as per tourism study requirements.  1.16 Conducted statistical analysis as per tourism study standards.  1.17 Performed qualitative/quantitative analysis as per tourism study methods.  1.18 Interpreted data insights as per tourism study goals.  1.19 Documented results as per tourism study formats. Prepared visualization as per tourism study standards.  1.20 Documented insights as per research reporting guidelines.  1.21 Formulated recommendations based on data-driven  insights based on data-driven insights.  1.22 Presented recommendations based on identified gaps and opportunities based on identified gaps and opportunities. |
| 2. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 3. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral questioning * Written tests * Interviews * Observation |
| 4. Context of Assessment | Competency may be assessed   * Workplace Environment   Simulated Workplace Environment |
| 5. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

### **APPLY TOURISM INDUSTRY KNOWLEDGE**

**UNIT CODE: 1015 551 03A**

**UNIT DESCRIPTION:**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Analyze tourism scope | 1.1 The scope of tourism is defined as per industry standards.  1.2 ***Types of tourism*** are identified as per tourism destination  1.3 Market segments are researched according to market analysis protocols.  1.4 ***Tourism trends and patterns*** are studied based on current tourism data and reports.  1.5 ***Key players and stakeholders*** are identified as per stakeholder analysis techniques.  1.6 Data is compiled and analyzed using appropriate statistical and analytical tools. |
| 2. Analyze tourism destination | ***2.1 Key destinations*** are identified in accordance with tourism demand and supply studies.  ***2.2*** Destination characteristics are studied as per geographical and cultural analysis standards.  ***2.3*** Destination appeal is assessed using visitor perception and satisfaction surveys.  ***2.4*** Visitor statistics are analyzed according to tourism statistical methods.  ***2.5*** Destination management is evaluated as per destination management organization (DMO) guidelines. |

|  |  |
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| 3. Understand travel regulations and policies | 3 .1 ***Key regulations and policies*** are identified based on international and national tourism laws.  3 .2 ***Regulatory bodies*** are studied in line with their roles and jurisdiction.  3 .3 The impact on the travel industry is analyzed as per tourism policy frameworks.  3 .4 The effect of regulations on tourism businesses and travelers is evaluated using industry impact assessments.  3 .5 Compliance requirements for travel agencies and tour operators are understood according to legal standards.  3 .6 Changes in regulations are monitored through continuous policy review.  3 .7 Compliance with relevant regulations in all travel-related activities is ensured as per compliance checklists.  3 .8 Customers are advised on necessary travel documents and requirements according to official guidelines. |
| 4. Analyze tourism impacts | 4 .1 ***Types of impacts*** are identified according to impact analysis frameworks.  4 .2 Impact assessments are conducted according to industry- standard methodologies.  4 .3 Economic impacts are evaluated as per tourism economic impact models.  4 .4 Social and cultural impacts are assessed as per social impact model.  4 .5 Environmental impacts are analyzed using environmental impact assessment (EIA) protocols. |
| 5. Promote sustainable tourism practices | 5 .1***Sustainable tourism principles*** are understood as per global sustainable tourism criteria.  5 .2***Best practices*** are identified using case studies and benchmarks from leading organizations.  5 .3Sustainability plans are developed in line with sustainable development goals  5 .4Stakeholders are educated as per workplace requirement  5 .5 Monitoring and reporting are conducted as per sustainability reporting standards. |

**RANGE**

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

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

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

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

**Required skills**

The individual needs to demonstrate the following skills:

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

**EVIDENCE GUIDE**

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

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

### **CONDUCT ORAL COMMUNICATION IN A LANGUAGE OTHER THAN ENGLISH**

**UNIT CODE: 1015 351 08**

**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.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENTS** | **PERFORMANCE CRITERIA** |
| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Converse with others in a foreign language | 1.1 A technique is used to extend interactions with others as per language requirement.  1.2 Additional information and assistance is sought and offered to support quality of communication and service as per language requirement.  1.3 Communication is supported with comments on topical familiar matters, workplace business and events as per workplace procedure.  1.4 ***Non-verbal communication*** is used to convey an acceptance of and sensitivity towards others as per workplace procedure. |
| 2. Provide detailed information and advice in a foreign language | 2.1 Detailed information and advice need is identified as per workplace procedure.  2.2 Detailed information and advice is conveyed using narrative and descriptive statements.  2.3 Communications is repeated, paraphrased and clarified to avoid misunderstanding and to explain difficult points as per workplace procedure.  2.4 ***Workplace documents, materials and other references*** are used to support explanations as workplace requirement. |
| 3. Respond to unpredictable situations and problems using a foreign language. | 3.1 Advice is provided in response to requests, unpredictable situations and problems as per workplace procedure.  3.2 Need and assistance is identified and sought from others to better respond to the situation or problem as per workplace procedure.  3.3 Problems key facts and solutions is identified and facilitated through open communication with relevant people as per workplace procedure.  3.4 Problems explanations and their cause is provided as per workplace procedure  3.5 Conflict and complaints is responded to with sensitivity, as per social and cultural conventions.  3.6. Apologies and expression of regret is conveyed as workplace requirement. |
| 4. Conduct negotiations at a functional level in a foreign language | 4.1 Functional level negotiation is facilitated through exchange of key information and agreement on details as per workplace requirement.  4.2 ***Products and services explanation*** is provided as per workplace requirement.  4.3 Mutual understanding and agreement is achieved as per workplace procedure. |
| 5. Read workplace documents written in a foreign language | ***5.1 Routine and non-routine workplace documents*** are read as per workplace procedure  5.2 Accompanying visual information is interpreted to support comprehension as per workplace procedure  5.3 ***Main ideas, key facts and requirements*** are identified as per workplace procedure.  5.4 Account of document tone and purpose is identified and taken as per workplace procedure  5.5 Information and requests are acted on and responded  to as per workplace procedure. |
| 6.Provide informal written translations using a foreign language | 6.1 Information is captured and conveyed in written texts and summaries, taking account of cultural differences as per workplace procedure.  6.2 Explanation or comments is provided to clarify meaning as required, especially about culturally- specific details as per workplace procedure.  6.3 Documents requiring professional translation and arrange are recognized for assistance as per workplace procedure |
| 7. Write simple routine workplace documents in a foreign language | 7 .1 Accurate routine workplace documents using key words, phrases, simple sentences and visual aids are prepared as per workplace procedure.  7.2. Main ideas, facts and details in written text are conveyed as per workplace procedure  7.3 Clear ***written directions and instructions*** are provided in a correctly ordered sequence.  7.4 Written communication is supported with use of appropriately sequenced expressions and questions as per workplace procedure.  7.5 Information is written in appropriate place as per workplace proceed  7.6 ***Workplace and cultural conventions and protocols*** are adhered to as per workplace procedure.  7.7 Written responses to documents are provide in accordance to form and tone used. |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Workplace documents, materials and other references may include but not limited to: | * Brochure or promotional material * Correspondence * Media release * Presentation for customers or colleagues * Product or operations manual * Quotation * Report |
| 2. Products and services explanations | * Landmarks * Attractions * History * Culture * Transportation |
| 1. Routine and non-routine workplace documents may include but not limited to: | * Brochure or promotional material * Correspondence * Media release * Presentation for customers or colleagues * Product or operations manual * Quotation * Report |
| 1. Main ideas, key facts and requirements may include but not limited to: | * Vocabulary, grammar, and pronunciation of the language. * structured learning and guidance * conversations, reading, writing, and listening exercises |
| 1. Workplace and cultural conventions and protocols may include but not limited to: | * Professional Dress Code * Social Customs * Conflict Resolution * Cultural Sensitivity * Meeting Etiquette * Hierarchy and Authority * Respectful Communication |

**REQUIRED KNOWLEDGE AND SKILLS**

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

The individual needs to demonstrate skills of:

* Reading skills
* Oral communication skills

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Vocabulary words and phrases in the target language
* Alphabet, Characters, and Script used in the Target Language
* Grammar Rules, Sentence Structure, verb conjugation, and Syntax in the target Language
* Social and cultural conventions relevant to the language being assessed:
* Knowledge and Some consistent use of forms of address
* Recognition and Consideration of Customs, protocols and taboos
* Cross-cultural communication challenges that occur when negotiating and solving problems, and how they are addressed
* Aspects of Verbal and Non-Verbal Communication that Support effective
* Negotiation and Interaction in the language being assessed.
* vocabulary words and phrases in the target language
* Writing Styles
* alphabet, characters, and script used in the target language
* Reading Comprehension

**Required skills**

The individual needs to demonstrate the following skills:

* Communication
* Reading Proficiency
* Writing Proficiency
* Translation Skills
* Proofreading and Editing:
* Research Skills
* Language Proficiency

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | **Assessment requires evidence that the candidate can:**  1.1 Conducted workplace oral communication in a foreign language in six different oral communication  1.2 Used narrative and descriptive statements  1.3 Used repetition, clarification and paraphrasing techniques to clarify requirements, answer questions about products and services, solve problems and conflict, and reassure others  1.4 Provided detailed information and specialized assistance in area of work activity  1.5 Conducted product and service transactions  1.6Used effective non-verbal communication skills  1.7 Exchanged key information in a foreign language to provide detailed information and advice  Read Routine and non-routine workplace documents as per workplace procedure  1.8 interpreted accompanying visual information to support comprehension as per workplace procedure  1.9 Identified Main ideas, key facts and requirements are as per workplace procedure  1.10 Acted on and responded to information and requests as per workplace procedure.  1.11 Captured and conveyed Information in written texts and summaries, taking account of cultural differences as per workplace procedure.  1.12 Provided, Explanation or comments to clarify meaning as required, especially about culturally-specific details as per workplace procedure  1.13 Prepared accurate routine workplace documents using key words, phrases, simple sentences and visual aids as per workplace procedure  1.14 Conveyed Main ideas, facts and details in written text are as per workplace procedure  1.15 Clear written directions and instructions in a correctly ordered sequence.  1.16 Supported written communication with use of appropriately sequenced expressions and questions as per workplace procedure.  1.17 Wrote Information in appropriate place as per workplace procedure.  1.18 Adhered to Workplace and cultural conventions and protocols as per workplace procedure  1.19 Provide written responses to documents in accordance to form and tone. |
| 2. Resource implications | The following resources should be provided:   * Access to relevant workplace where assessment can take place. * Appropriately simulated environment where assessment can take place. * Resources relevant to the proposed activity or tasks. * Access to relevant assessment environment |
| 3. Methods of  Assessment | Competency in this unit may be accessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 4. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required skills**

The individual needs to demonstrate skills of:

* Reading skills
* Oral communication skills

**Required knowledge**

The individual needs to demonstrate knowledge of:

* vocabulary words and phrases in the target language
* Writing Styles
* alphabet, characters, and script used in the target language
* Reading Comprehension
* Grammar rules, sentence structure, verb conjugation, and syntax in the target language
* Social and cultural conventions relevant to the language being assessed:
* knowledge and some consistent use of forms of address
* Recognition and consideration of customs, protocols and taboos
* Cross-cultural communication challenges that occur when negotiating and solving problems, and how they are addressed
* Aspects of verbal and non-verbal communication that support effective negotiation and interaction in the language being assess

**Required skills**

The individual needs to demonstrate the following skills:

* Communication
* Reading Proficiency
* Writing Proficiency
* Translation Skills
* Proofreading and Editing:
* Research Skills
* Language Proficiency

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1.Critical aspects of competency | Assessment requires evidence that the candidate can:  1.1 Read Routine and non-routine workplace documents as per workplace procedure  1.2 interpreted accompanying visual information to support comprehension as per workplace procedure  1.3 Identified Main ideas, key facts and requirements are as per workplace procedure  1.4 Acted on and responded to information and requests as per workplace procedure.  1.5 Captured and conveyed Information in written texts and summaries, taking account of cultural differences as per workplace procedure.  1.6 Provided, Explanation or comments to clarify meaning as required, especially about culturally-specific details as per workplace procedure  1.7 Prepared accurate routine workplace documents using key words, phrases, simple sentences and visual aids as per workplace procedure  1.8 Conveyed Main ideas, facts and details in written text are as per workplace procedure  1.9 Clear written directions and instructions in a correctly ordered sequence.  1.10 Supported written communication with use of appropriately sequenced expressions and questions as per workplace procedure.  1.11 Wrote Information in appropriate place as per workplace procedure.  1.12 Adhered to Workplace and cultural conventions and protocols as per workplace procedure  1.13 Provide written responses to documents in accordance to form and tone. |
| 1. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 1. Methods of assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment |
| 1. Context of assessment | Competency may be assessed:   * Workplace * Simulated workplace |
| 1. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

### **READ AND WRITE INFORMATION IN A LANGUAGE OTHER THAN ENGLISH**

**UNIT CODE: 1015 351**

**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.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENTS** | **PERFORMANCE CRITERIA** |
| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Converse with others in a foreign language | 1.1 A technique is used to extend interactions with others as per language requirement.  1.2 Additional information and assistance is sought and offered to support quality of communication and service as per language requirement.  1.3 Communication is supported with comments on topical familiar matters, workplace business and events as per workplace procedure.  1.4 ***Non-verbal communication*** is used to convey an acceptance of and sensitivity towards others as per workplace procedure. |
| 2. Provide detailed information and advice in a foreign language | 2.1 Detailed information and advice need is identified as per workplace procedure.  2.2 Detailed information and advice is conveyed using narrative and descriptive statements.  2.3 Communications is repeated, paraphrased and clarified to avoid misunderstanding and to explain difficult points as per workplace procedure.  2.4 ***Workplace documents, materials and other references*** are used to support explanations as workplace requirement. |
| 3. Respond to unpredictable situations and problems using a foreign language. | 3.1 Advice is provided in response to requests, unpredictable situations and problems as per workplace procedure.  3.2 Need and assistance is identified and sought from others to better respond to the situation or problem as per workplace procedure.  3.3 Problems key facts and solutions is identified and facilitated through open communication with relevant people as per workplace procedure.  3.4 Problems explanations and their cause is provided as per workplace procedure  3.5 Conflict and complaints is responded to with sensitivity, as per social and cultural conventions.  3.6. Apologies and expression of regret is conveyed as workplace requirement. |
| 4. Conduct negotiations at a functional level in a foreign language | 4.1 Functional level negotiation is facilitated through exchange of key information and agreement on details as per workplace requirement.  4.2 ***Products and services explanation*** is provided as per workplace requirement.  4.3 Mutual understanding and agreement is achieved as per workplace procedure. |
| 5. Read workplace documents written in a foreign language | ***5.1 Routine and non-routine workplace documents*** are read as per workplace procedure  5.2 Accompanying visual information is interpreted to support comprehension as per workplace procedure  5.3 ***Main ideas, key facts and requirements*** are identified as per workplace procedure.  5.4 Account of document tone and purpose is identified and taken as per workplace procedure  5.5 Information and requests are acted on and responded  to as per workplace procedure. |
| 6.Provide informal written translations using a foreign language | 6.1 Information is captured and conveyed in written texts and summaries, taking account of cultural differences as per workplace procedure.  6.2 Explanation or comments is provided to clarify meaning as required, especially about culturally- specific details as per workplace procedure.  6.3 Documents requiring professional translation and arrange are recognized for assistance as per workplace procedure |
| 7. Write simple routine workplace documents in a foreign language | 7 .1 Accurate routine workplace documents using key words, phrases, simple sentences and visual aids are prepared as per workplace procedure.  7.2. Main ideas, facts and details in written text are conveyed as per workplace procedure  7.3 Clear ***written directions and instructions*** are provided in a correctly ordered sequence.  7.4 Written communication is supported with use of appropriately sequenced expressions and questions as per workplace procedure.  7.5 Information is written in appropriate place as per workplace proceed  7.6 ***Workplace and cultural conventions and protocols*** are adhered to as per workplace procedure.  7.7 Written responses to documents are provide in accordance to form and tone used |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Workplace documents, materials and other references may include but not limited to: | * Brochure or promotional material * Correspondence * Media release * Presentation for customers or colleagues * Product or operations manual * Quotation * Report |
| 2. Products and services explanations | * Landmarks * Attractions * History * Culture * Transportation |
| 1. Routine and non-routine workplace documents may include but not limited to: | * Brochure or promotional material * Correspondence * Media release * Presentation for customers or colleagues * Product or operations manual * Quotation * Report |
| 1. Main ideas, key facts and requirements may include but not limited to: | * Vocabulary, grammar, and pronunciation of the language. * structured learning and guidance * conversations, reading, writing, and listening exercises |
| 1. Workplace and cultural conventions and protocols may include but not limited to: | * Professional Dress Code * Social Customs * Conflict Resolution * Cultural Sensitivity * Meeting Etiquette * Hierarchy and Authority * Respectful Communication |

**REQUIRED KNOWLEDGE AND SKILLS**

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

The individual needs to demonstrate skills of:

* Reading skills
* Oral communication skills

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Vocabulary words and phrases in the target language
* Alphabet, Characters, and Script used in the Target Language
* Grammar Rules, Sentence Structure, verb conjugation, and Syntax in the target Language
* Social and cultural conventions relevant to the language being assessed:
* Knowledge and some consistent use of forms of address
* Recognition and Consideration of Customs, protocols and taboos
* Cross-cultural communication challenges that occur when negotiating and solving problems, and how they are addressed
* Aspects of Verbal and Non-Verbal Communication that Support effective
* Negotiation and Interaction in the language being assessed.
* vocabulary words and phrases in the target language
* Writing Styles
* alphabet, characters, and script used in the target language
* Reading Comprehension

**Required skills**

The individual needs to demonstrate the following skills:

* Communication
* Reading Proficiency
* Writing Proficiency
* Translation Skills
* Proofreading and Editing:
* Research Skills
* Language Proficiency

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | **Assessment requires evidence that the candidate can:**  1.1 Conducted workplace oral communication in a foreign language in six different oral communication  1.2 Used narrative and descriptive statements  1.3 Used repetition, clarification and paraphrasing techniques to clarify requirements, answer questions about products and services, solve problems and conflict, and reassure others  1.4 Provided detailed information and specialized assistance in area of work activity  1.5 Conducted product and service transactions  1.6Used effective non-verbal communication skills  1.7 Exchanged key information in a foreign language to provide detailed information and advice  Read Routine and non-routine workplace documents as per workplace procedure  1.8 interpreted accompanying visual information to support comprehension as per workplace procedure  1.9 Identified Main ideas, key facts and requirements are as per workplace procedure  1.10 Acted on and responded to information and requests as per workplace procedure.  1.11 Captured and conveyed Information in written texts and summaries, taking account of cultural differences as per workplace procedure.  1.12 Provided, Explanation or comments to clarify meaning as required, especially about culturally-specific details as per workplace procedure  1.13 Prepared accurate routine workplace documents using key words, phrases, simple sentences and visual aids as per workplace procedure  1.14 Conveyed Main ideas, facts and details in written text are as per workplace procedure  1.15 Clear written directions and instructions in a correctly ordered sequence.  1.16 Supported written communication with use of appropriately sequenced expressions and questions as per workplace procedure.  1.17 Wrote Information in appropriate place as per workplace procedure.  1.18 Adhered to Workplace and cultural conventions and protocols as per workplace procedure  1.19 Provide written responses to documents in accordance to form and tone. |
| 2. Resource implications | The following resources should be provided:   * Access to relevant workplace where assessment can take place. * Appropriately simulated environment where assessment can take place. * Resources relevant to the proposed activity or tasks. * Access to relevant assessment environment |
| 3. Methods of  Assessment | Competency in this unit may be accessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 4. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |

# CORE UNITS OF COMPETENCY

### **CONDUCT TOUR MARKETING**

**UNIT CODE: 1015 551 17A**

**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.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Develop tour marketing report | 1.1 Target markets are identified as per organization strategic plan  1.2 ***Tourist profiles*** are documented as per data on tourist preferences  1.3 Market is segmented based on tourist profile and organizations objectives  1.4 Tour marketing report is prepared as per workplace procedure |
| 2. Package marketing tours | 2.1 ***Tourist packages requirements*** are documented as per work requirement  2.2 ***Service providers*** for tour packages are contacted as per workplace procedure  2.3 Tour packages are developed and documented as per workplace requirements |
| 3. Promote tours | 3.1 Tour market segments are categorized as per workplace requirements  3.2 ***Promotional mix tools*** are selected as per workplace requirements  3.3 ***Resources*** for selected promotional activities are identified as per tour marketing budget  3.4 ***Logistics*** for selected promotional activities are performed as per promotional activity |
|  | 3.5 Promotional activities are conducted as per firm’s objective  3.6 Promotional activities are reviewed based on firms’ objectives  3.7 ***Tour products*** are sold based on customer needs |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. **Tourist profiles** may include but not limited to: | * Age * Interests * Budget * Travel preferences * Occupation * Travel patterns * Gender * Number of persons |
| 2. **Tourist packages requirements** may include but not limited to: | * Destinations * Accommodations * Transportation |
| 3. **Service providers** may include but not limited to: | * Hoteliers * Transport companies * Airlines * Tourist attractions suppliers * Tour operators * Tour agents |
| 4. **Promotional mix tools** may include but not limited to: | * Advertising * Personal sales * Sales promotion * Public relations * Direct marketing |
| 5. **Resources** may include but not limited to: | * Financial resource * Human resource * Physical resource |
| 6. **Logistics** may include but not limited to: | * Selecting media channels * Communicating to providers * Coordinating providers * Mobilizing resources * Time scheduling |
| 7. **Tour products** may include but not limited to: | * Adventure tours * Transport * Accommodation * Site seeing |
|  |
|  |
|  |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required Skills:**

* Communication Skills
* Social Media Management:
* Sales skills
* Creativity and Innovation
* Analytical Skills
* Networking Skills
* Customer Service Skills
* Problem-Solving Skills
* Organizational Skills
* Negotiation Skills
* Decision making
* Problem solving
* ICT skills
* Negotiation
* Report writing
* Organizational
* Leadership
* Teamwork
* Persuasion

**Required knowledge:**

* Understanding of the Tourism Industry
* Tour Product Knowledge
* Marketing Principles
* Marketing Channels
* Content Marketing
* Email Marketing
* Search Engine Optimization
* Digital Marketing Tools
* Social Media Marketing
* Regulatory Compliance
* Consumer Behaviour
* Principles of sustainable tourism
* Promotion of the tour products
* Tourism markets

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Identified and documented Target markets as per organization strategic plan  1.2 Documented Tourist profiles as per data on tourist preferences  1.3 Prepared Tour marketing report as per workplace procedure  1.4 Documented Tourist packages requirements as per work requirement  1.5 Developed and documented Tour packages as per workplace requirements  1.6 Conducted Promotional activities as per firm’s objective  1.7 Sold Tour Products based on customer needs |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3.Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment * Third party reports |
| 4. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for Assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

### **PERFORM TOUR GUIDE OPERATIONS**

**UNIT CODE: 1015 551 10A**

**UNIT DESCRIPTION**

This unit describes competencies required to perform tour guide operations. It involves manage tourist arrival and departures, manage tour and Travel Management, manage camping operations, manage outdoor activities and supervise tour leaders

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |  |
| --- | --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Manage tourist arrival and departures | | ***1.1 Tour transfer resources*** are assembled as per tour itinerary requirement  ***1.2*** Meet and great services are performed as per workplace requirements  ***1.3*** Briefing is performed as per workplace requirement  ***1.4*** Baggage handling is performed as per workplace requirements  ***1.5*** Transfers are performed as per workplace requirements  ***1.6*** Check-in is performed as per workplace requirement |
| 2. Manage tour Tour and  Travel Management | | 2.1 Tour resources are assembled as per tour itinerary requirement  2.2 Check-out is performed workplace requirement  2.3 Flora and fauna are interpreted as per workplace requirement  2.4 Tourist sites are interpreted as per workplace requirements  2.5 Local culture is interpreted as per workplace requirements  2.6 Tour reports are prepared as per workplace requirement |
| 3. Manage camping operations | | ***3.1 Camping sites*** are identified as per workplace requirements  ***3.2 Camping gears*** and equipment are assembled as per workplace requirement  ***3.3*** Tent pitching is carried out as per workplace requirement  3.4 Camp sites are managed as per workplace requirement |
| 4 | Manage outdoor activities | 4.1 Outdoor activities tools and equipment are assembled as per tour activity requirement  4.2 Safety precautions are adhered as per work requirement  4.3 Outdoor activities are performed as per work requirement  4.4 Outdoor activity tools and equipment are maintained as per work requirement |
| 5 | Supervise tour leaders | 5.1 **Tour leaders** are briefed as per workplace requirements  5.2 Tour itinerary information is provided as per workplace requirements  5.3 Tour leaders are assigned tourist groups as per workplace requirements  5.4 Site interpretation report is provided as per workplace  Requirement |

**RANGE**

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

|  |  |  |
| --- | --- | --- |
| **Variable** | | **Range** |
| **1. Tour transfer resources** may include but not limited to: | | * Vehicle * Guest file * Map * Safety kit * Tour guide |
| 2. **Camping sites** may include but not limited to: | | * Group campsites * Adventure campsites * Rv parks * Backcountry campsites * Primitive campsites |
| **3. Camping gears** may include but not limited to: | | * Tents * Sleeping bags * Sleeping mats * Cooking equipment |
|  |  |  |
| 4 | **Tour leaders** may include but not limited to: | * Site guides * Tour guides * Driver guides |
|  |  |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Types of equipment
* Care and maintenance
* Storage of housekeeping equipment
* Safety and Hygiene in restaurant operations.

**Required skills**

The individual needs to demonstrate the following skills:

* Communication skills
* Entrepreneurial skills
* Employability skills
* Problem solving
* Organizational skills
* Time management
* Digital skills
* Critical thinking skills
* Mathematical skills/numeracy
* Report writing
* Counseling skills
* environmental skills
* bush craft skills

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Assembled resources and equipment according to the tour itinerary and activity requirements.  1.2 Conducted meet and greet services for tourists as per workplace requirements.  1.3 Provided briefings for tourists and tour leaders, adhering to workplace procedures.  1.4 Handled tourists’ baggage and transfers, including check-ins and check-outs.  1.5 Interpreted local flora, fauna, and culture for tourists  1.6 Prepared tour reports and provided site interpretation reports.  1.7 Identified camping sites, assembled camping gear, and managed camp sites as required.  1.8 Carried out tent pitching and maintained outdoor activity tools and equipment.  1.9 Followed safety precautions and executed outdoor activities as per work requirements.  1.10 Assigned tour leaders to tourist groups and provided necessary itinerary information. |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3. Resource  Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 4. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 5. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |

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

**UNIT CODE: 1015 551 04A**

**UNIT DESCRIPTION**

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

This standard applies in tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Handle tourist enquiries | ***1.1 Tourist inquiries*** are received as per workplace protocol and guidelines.  ***1.2*** Information is gathered as per work requirement  ***1.3*** Questions are addressed according to tourist enquiry.  ***1.4*** Tourist feedback is requested as per workplace procedures. |
| 2.Request tour components | ***2.1 Suppliers*** are identified according to client’s requirements  ***2.2*** Suppliers are selected according to tourist’s requirements  ***2.3*** Products and services are requested in as per enterprise procedures  ***2.4*** Booking details are provided as per clients’ requirements  ***2.5*** Booking details are confirmed as per organization booking procedure |
| 3. Process tour reservations | ***3.1 Tour and travel products*** availability is checked as per customer requirement  ***3.2 Customer profile*** is created as per customer requirement  ***3.3*** Reservation is confirmed as per the itinerary.  ***3.4 Reservation details*** are documented as per the itinerary  ***3.5*** Payment is processed as per the reservation.  3.6 Confirmation and Reminders for bookings are sent as per payment |
| 4. Perform cancellation and refunds | 4.1 Customer requests are responded to according to workplace procedures  4.2 Customer's request is evaluated as per organization policy.  4.3 Booking details are verified as per contract rates.  4.4 Refund amounts are calculated based on the contract rates  4.5 Refund details are communicated as per cancellation policy.  4.6 Bookings and services are cancelled as per the verified cancellation.  4.7 Refunds are processed as per cancelled booking. |
| 5. Handle tour payments | 5.1 Payment is collected according to existing enterprise policies and procedures  5.2 Payment is recorded as per work place procedures.  5.3 Proof of payment is issued to the client as per workplace procedures  5.4 Booking queues are identified as per reservation systems  5.5 Bookings are retrieved as per booking identifier number  5.6 Booking reports are prepared as per booking identifier number |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| Tourist inquiries may include but not limited to: | * Bookings * Tour components availability * Prices |
| Tour and travel products may include but not limited to: | * Transport * Accommodation * Transfers * Food and beverage * Entertainment * Flight |
| Customer profile may include but not limited to: | * Age * Gender * Travel patterns * Occupations * Destination preferences * Group size |
| Reservation details may include but not limited to: | * Name * Origin * Group size * Package preference * Length of stay |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Booking Flights or Transportation
* Research and Planning
* Accommodation Booking
* Tourism Activities and Excursions
* Travel Insurance
* Visa and Documentation
* Payment and Confirmation
* Cancellation and Refunds
* Customer Service and Satisfaction
* Travel Regulations

**Required skills**

The individual needs to demonstrate the following skills:

* Research Skills
* Organizational Skills
* Communication Skills
* Customer Service Skills
* Problem-Solving Skills
* Technology Proficiency with booking platforms, reservation systems, travel websites, and communication tools
* Negotiation Skills
* Time Management
* Sales Skills

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1. Gathered Information is as per work requirement 1.2. Addressed Questions according to tourist enquiry.  1.3. Identified Suppliers according to client’s requirements  1.4. Requested Products and services in as per enterprise procedures  1.5. Confirmed Booking details as per organization booking procedure  1.6. Checked Tour and travel products availability as per customer requirement  1.7. Created Customer profile as per customer requirement  1.8. Confirmed Reservation as per the itinerary.  1.9. Documented Reservation details as per the itinerary  1.10. Processed Payment as per the reservation.  1.11. Sent Confirmation and Reminders for bookings as per payment.  1.12. Calculated Refund amounts based on the contract rates.  1.13. Processed Refunds as per cancelled booking.  1.14. Recorded Payment as per work place procedures.  1.15. Retrieved Bookings as per booking identifier number  1.16. prepared Booking reports as per booking identifier number |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3. Resource  Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 9. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 10. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |

### **PERFORM TOUR AND TRAVEL OPERATIONS**

**UNIT CODE: 1015 551 12A**

**UNIT DESCRIPTION**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Build tourist profile | ***1.1 Tourist demographics*** are documented as per work requirement  ***1.2*** Tourist preferences are documented as per work requirement  ***1.3 Tourist profiles*** are compiled as per work requirement |
| 2. Negotiate tour components | ***2.1*** Tour components requirements are documented as per work procedures  ***2.2*** Tour component principals are contacted as per workplace procedures  ***2.3*** Alternatives are sought as per the tourist budget  ***2.4*** Tour package component report is developed as per work requirement |
| 3. Develop tour package | ***3.1*** Tour package components are documented as per the workplace procedures  ***3.2*** Tour package component report is analysed as per work procedure  ***3.3*** Tour Packages are developed as per workplace procedures |
| 4. Administer tour package | ***4.1 Tour package resources*** are assembled as per the work requirement  ***4.2*** Tour itinerary information is acquired as per work requirement  ***4.3*** Tour package requirement is implemented as per work requirement. |
| 5. Prepare tour report | ***5.1*** Tourist feedback is obtained as per work requirements  ***5.2*** Recovery measures are implemented as per workplace procedures  ***5.3*** Tour package report is prepared as per work requirements |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| ***1. Tourist demographics*** may include but not limited to: | * Age * Gender * Income * Occupation * Origin * Group size |
| 2. ***Tourist profiles*** may include but not limited to: | * Travel patterns * Length of stay * Common destinations * Spending patterns |
| 3. ***Tour package resources*** may include but not limited to: | * Transport * Accommodation * Entertainment * Food and beverage |
| 4. ***Recovery measures*** may include but not limited to: | * Free meals * Refunds * Complimentary tours |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

* The individual needs to demonstrate knowledge of:
* Tourist Behavior and Motivations
* Tourism Market Segmentation and Targeting
* Tour Operations and Components
* Tour Procurement and Legal Aspects
* Tourist Experience and Client Relations
* Tour management and Reporting

**Required skills**

The individual needs to demonstrate the following skills:

* Communication skills
* Employability skills
* Geographical skills
* Problem solving skills
* Customer service skills
* Multi lingual skills
* Teamwork

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Documented tourist demographics as per work requirement  1.2 Compiled tourist profiles as per work requirement  1.3 Assembled tour package resources as per the work requirement  1.4 Implemented recovery measures as per workplace procedures |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3. Resource  Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 4. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 5. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 6. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

### **MANAGE TOURIST SITE**

**UNIT CODE: 1015 551 15A**

**UNIT DESCRIPTION**

This unit covers the competencies required by a tour manager to manage touristic site. It involves: Preparing attraction inventory, Coordinating site visits, Handling tourist feedback and handling site reports

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Prepare attraction Inventory | ***1.1 Attractions*** are identified as per workplace requirements  ***1.2*** Attractions are documented as per work requirement  ***1.3*** Attraction report is prepared as per work place procedures |
| 2. Coordinate site visits | ***2.1*** Tourist ***sites activities*** are categorized as per workplace requirement  ***2.2*** Tourist site visit cycles are planned as per work requirement  ***2.3*** Tourist site visits are implemented as per workplace procedures  ***2.4*** Site visit report is prepared as per workplace procedures |
| 3. Handle tourist feedback | ***3.1*** Receive tourist feedback as per workplace procedures  ***3.2*** Process tourist feedback as per work place procedures  ***3.3*** Apply recovery strategies as per workplace procedures |
| 4. Handle site reports | ***4.1*** Site visit report is received as per workplace procedure  ***4.2*** Site visit report is analyzed as per workplace procedure  ***4.3*** Corrective action is taken as per the site visit report |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1.Attractions may include but not limited to: | * Historical sites * Natural attractions * Theme parks * Cultural attractions |
| 2.Activities may include but not limited to: | * Hiking * Cycling * Mountain climbing * Scuba diving * Kite skiing |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Tourist Sites and Attractions
* Tourism Infrastructure and Stakeholders
* Tourism Trend

**Required skills**

The individual needs to demonstrate the following skills:

* Communication skills
* Problem solving
* Organizational skills
* Time management
* Digital skills
* Critical thinking skills
* Mathematical skills/numeracy
* Report writing
* Counseling skill

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Identified attractions as per workplace requirements  1.2 Documented attractions as per work requirement  1.3 Categorized tourist site activities as per workplace requirement  1.4 Planned tourist site visits as per work requirement  1.5 Process tourist feedback as per work place procedures  1.6 Prepared site visit report as per workplace procedures |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3. Methods of assessment | Competency in this unit may be accessed through:   * Practical assessment * Oral assessment * Project * Case study * Third party report * Written Assessment * Portfolio of evidence |
| 4. Context of assessment | Competency may be assessed in a:   * Workplace * Simulated workplace |
| 5. Guidance information for  Assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

### **PROMOTE RESPONSIBLE TOUR**

**UNIT CODE: 1015 551 16A**

**UNIT DESCRIPTION**

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

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Apply resource management  practices | 1.1. ***Tourist resources*** are identified as per workplace requirement  1.2. Resource managed ***Personnel*** as per work requirement  1.3. Resource management practices are identified as per work requirement  1.4. Resource management practices are implemented as per work requirement  1.5. Effectiveness of resource management practices is evaluated  1.6. A report on the effectiveness is prepared |
| 2. Promote pollution management  practices | ***2.1 Sources of pollution*** are documented as per workplace procedures  ***2.2 Mitigation measures*** are documented as per workplace procedures  ***2.3*** Pollution awareness is enhanced as per work requirement  ***2.4*** Pollution policy is developed as per workplace procedures |
| 3. Promote green tourism practices | 3.1 Green tourism practices are identified as per sops  3.2 Environmental impact assessment is done as per **NEMA** provisions  3.3 An implementation plan of green practices is developed as per work requirement  3.4 An implementation Action plan is implemented as per work requirement |
| 4. Implement waste management  practices | ***4.1 Waste management practices*** are identified as per sops  ***4.2*** Environmental impact assessment is conducted as per NEMA requirements  ***4.3*** Waste management practices are implemented per sops  ***4.4*** Waste management practice report is prepared asper the workplace policy  ***4.5*** Action is taken based on the recommendations of the report as per sops |
| 5. Engage stakeholders in sustainable tourism | 5.1 Tourism ***stakeholders*** are identified as per work requirement  5.2 Sensitization is conducted as per work requirement  5.3 Stakeholders’ sensitization report is prepared as per work requirement |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Tourist resources may include but not limited to: | * Lakes * Rivers * Oceans * Forests * Parks * Cultural sites * Amusement parks * Reserves * Conservancies |
| 2. Personnel may include but not limited to: | * Principles * Tour leaders * Guides * Driver guides * Tourists |
| 3. Sources of pollution may include but not limited to: | * Human sources * Natural sources * Industries |
| 4. Mitigation measures may include but not limited to: | * Bin cards provisions * Landfills provisions * Polluter pays principle * Conservation policies * Cleanup exercise |
| 5. Waste management practices may include but not limited to: | * Promote sustainable forms of tourism * Reduce * Reuse * Composting * Waste segregation * Incentives and rewards * Public education |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Environmental literacy
* Cultural sensitivity
* Environmental preservation
* Environmental conservation
* Community engagement
* Responsible travel practices
* Collaboration and partnerships

**Required skills**

The individual needs to demonstrate the following skills:

* Communication skills
* Entrepreneurial skills
* Employability skills
* Community engagement
* Problem solving and adaptability
* Time management
* Critical thinking skills

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Tourist resources, identified as per workplace requirements  1.2 Sources of pollution documented as per workplace procedures  1.3 Mitigation measures documented as per workplace procedures  1.4 Green practices plan implemented as per work requirement  1.5 Sensitization, conducted as per work requirement |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 3. Resource  Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 4. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment * Third party reports |
| 5. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance information for  Assessment | Holistic assessment with other units relevant to the industry sector and workplace job role is recommended. |

## 

### **MANAGE TOURIST EXPERIENCE**

**UNIT CODE: 1015 551 13A**

**UNIT DESCRIPTION**

This unit describes competencies required to manage tourist experience. It involves manage tourist care plan, handle tourists’ conflicts and complaints, develop public relations plan and apply recovery strategies

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace functions | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements  ***(Bold and italicized terms are elaborated in the range)*** |
| 1. Manage tourist care plan | 1.1. ***customer care tools*** are selected as per the workplace procedures  1.2. customer care routines and procedures are established as per the work place standards  1.3. Customer care feedback is monitored and reviewed as per the workplace procedures |
| 2. Handle tourist conflict and complaints | 2.1. Channels of lodging complaint are established as per the workplace procedures  2.2. ***Nature and causes of complains*** and conflict are identified as per the workplace procedures  2.3. Complaints and conflicts resolution procedures are established as per the workplace procedures  2.4. Complaints and conflicts handling procedures are followed as per the workplace procedures  2.5. Customer reports are reviewed as per the workplace procedures |
| 3. Develop public relations plan | 3.1 Public relation tools are selected as per the firm best practices  3.2 Public relations procedures are established as per the workplace procedures  3.3 Public relation activities are conducted as per the workplace procedures  3.4 Public relations feedback is monitored and reviewed as per the workplace procedures |
| 4. Apply recovery strategies | 4.1 Tourist ***feedback*** received as per the workplace procedures  4.2 Tourist feedback processed as per the workplace procedures  4.3 Tourist feedback acted on as per the workplace procedures  4.4 Applied ***recovery strategies*** report as per the workplace procedures |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| 1. Customer care tools may include but not limited to: | * Help desks * Questionnaires * Feedback surveys * Call centres |
| 2. Nature and causes of complains may include but not limited to: | * Poor quality services * Overcharging * Losses * Poor time management * Unprofessional services |
| 3. Recovery strategies may include but not limited to: | * Complimentary services * Free gifts * Financial refunds * Service contracting |

**REQUIRED KNOWLEDGE AND SKILLS**

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

**Required knowledge**

The individual needs to demonstrate knowledge of:

* Environmental literacy Digital literacy
* Foreign language
* Occupational Health and Safety

**Required skills**

* The individual needs to demonstrate the following skills:
* Communication skills
* Analytical skills
* Evaluation skills
* Management skills
* Problem solving skills
* Time management
* Data collection
* Interpersonal skills
* Entrepreneurial skills

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of competency | Assessment requires evidence that the candidate:  1.1 Selected customer care tools as per workplace procedures  1.2 Established customer care routines and procedures as per workplace procedures  1.3 Reviewed Customer care feedback as per workplace procedures  1.4 Established Channels of lodging complaint as per workplace procedures  1.5 Identified Nature and causes of complains and conflict as per workplace procedures  1.6 Established Complaints and conflicts resolution procedures  1.7 Followed Appropriate procedures of handling complaints and conflicts as per workplace procedures  1.8 Reviewed Customer reports as per workplace procedures  1.9 selected Public relation tools as per the firm best practices  1.10 Established Public relations procedures as per the firm policy  1.11 Conducted Public relation activities as per workplace procedure  1.12 Monitored Public relations feedback as per workplace procedures  1.13 Received Tourist feedback as per the workplace procedures  1.14 Processed Tourist feedback as per the workplace procedures  1.15 Acted on Tourist feedback as per the workplace procedures  1.16 Applied recovery strategies report |
| 2. Resource implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place * Access to relevant work environment * Resources relevant to the proposed activities or tasks |
| 4. Methods of  Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment * Third party reports |
| 5. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 6. Guidance information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

### **PROCESS FLIGHT BOOKING AND RESERVATION**

**UNIT CODE: 1015 551 07**

**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 This standard applies in the tourism sector.

**ELEMENTS AND PERFORMANCE CRITERIA**

|  |  |
| --- | --- |
| **ELEMENT**  These describe the key outcomes which make up workplace function | **PERFORMANCE CRITERIA**  These are assessable statements which specify the required level of performance for each of the elements.  ***Bold and italicized terms are elaborated in the Range*** |
| 1. Handle customer inquiry | 1.1 Customer inquiry is addressed as per workplace procedures  1.2 Flight information is provided as per workplace procedures  1.3 Flight alternatives is offered as per workplace procedure  1.4 Guest concerns are followed up as per workplace procedures  1.5 Customer interaction are documented as per workplace procedures |
| 2. Research flight options | 2.1 Destination dates are determined as per workplace procedure  2.2 Flight comparison are conducted as per workplace procedures  2.3 Flight Price alerts are set as per workplace procedures  2.4 Airports alternatives are exploited as per workplace procedures  2.5 Airline availability are checked as per workplace procedures  2.6 Solutions ***and alternatives*** are conducted as per workplace procedures  2.7 Flight layovers are considered as per workplace procedures  2.8 Flight Cost adjustments are conducted as per workplace procedures  2.9 Airline review are conducted as per workplace procedures |
| 3. Check flight availability | 3 .1Flight availability is confirmed as per workplace procedures  3 .2Flight booking websites are utilized as per workplace procedures  3 .3Airlines are contacted as per workplace procedures  3 .4Flight fare calendar is discussed as per workplace procedure |
| 4. Provide flight quotation | 4 .1Customer information is gathered as per workplace procedure  4 .2Flights are researched as per workplace procedure  4 .3Flight cost is calculated as per workplace procedure  4 .4***Flight quotation*** is prepared as per workplace procedure  4 .5B***ooking terms and conditions*** are revised as per workplace procedure  4 .6Customer with flight quotation is presented as per workplace procedure  4 .7Customers follow ups is conducted as per workplace procedures |
| 5. Create flight booking | 5 .1 Customer information is gathered as per workplace procedures  5 .2 Flights are searched as per workplace procedures  5 .3 Flight are selected as per workplace procedures  5 .4 Flight are confirmed as per workplace procedures  5 .5 Flight price are quoted as per workplace procedures  5 .6 Flight is booked as per workplace procedures  5 .7 Customer payment is secured as per workplace procedure  5 .8 Flight tickets is issued as per workplace procedure  5 .9 Customers booking confirmation are sent as per workplace procedures  5 .10 Customer care is conducted as per workplace procedure |
| 6. Process flight payment | 6 .1Flight booking details are confirmed as per workplace procedures  6 .2Flight total cost is calculated as per workplace procedures  6 .3Customers with ***flight payment options*** are presented as per workplace procedures  6 .4Customer payment is secured as per workplace procedure  6 .5Payment is verified as per workplace procedure  6 .6Guests payment receipt is issued as per workplace procedures  6 .7G***uests on booking status*** is updated as per workplace procedures  6 .8Guests booking confirmation are set as per workplace procedures |
| 7. Generate booking confirmation and e-tickets | 7 .1***Booking system*** accessed as per workplace procedures  7 .2C***ustomer details*** are verified as per workplace procedures  7 .3Booking confirmation document are generated as per workplace procedure  7 .4Customers E-tickets are issued as per workplace procedures  7 .5Customer booking confirmation are sent as per workplace procedures  7 .6B***ooking records*** are stored as per workplace procedures  7 .7Customer details are secured as per workplace procedures |

**RANGE**

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

|  |  |
| --- | --- |
| **Variable** | **Range** |
| Solutions and alternatives | * Flexible Fare Options * Flexible Booking Policies * Alternative Travel Dates and Times * Multi-City Itineraries * Connecting vs. Nonstop Flights * Alternative Airports * Add-On Services and Amenities * Flight Bundles or Packages * Flexible Payment Options * Special Deals and Promotions * Travel Insurance Coverage * Group Travel Options * Travel Consultation and Assistance |
| Airline websites | * [www.kenya-airways.com](http://www.kenya-airways.com) * [www.jambojet.com](http://www.jambojet.com) * [www.fly540.com](http://www.fly540.com) * [www.flysafarilink.com](http://www.flysafarilink.com) * [www.ethiopianairlines.com](http://www.ethiopianairlines.com) * [www.lufthansa.com](http://www.lufthansa.com) * [www.airfrance.com](http://www.airfrance.com) * [www.britishairways.com](http://www.britishairways.com) * [www.emirates.com](http://www.emirates.com) |
| Additional costs | * Taxes and Fees * Baggage Fees * Seat Selection Fees * In-flight Amenities * Priority Services * Ticket Change or Cancellation Fees * Travel Insurance * Currency Conversion Fees * Visa and Entry Fees * Ancillary Charges |
| Booking websites | * Expedia (www.expedia.com) * Kayak ([www.kayak.com](http://www.kayak.com)) * Skyscanner ([www.skyscanner.com](http://www.skyscanner.com)) * Google Flights ([www.google.com/flights](http://www.google.com/flights)) * CheapOair ([www.cheapoair.com](http://www.cheapoair.com)) * Expedia Group ([www.expediagroup.com](http://www.expediagroup.com)) * Orbitz ([www.orbitz.com](http://www.orbitz.com)) * Travelocity (www.travelocity.com) |
| Mobile apps are utilized | * Skyscanner * Kayak * Google Flights * Expedia * CheapOair * Hopper * Momondo * Orbitz * Travelocity * Priceline |
| Booking terms and conditions | * Booking and Payment * Fare Rules and Restrictions * Change and Cancellation Policies * Refunds and Credits * Baggage Allowance and Fees * Flight Schedule Changes * Travel Documentation and Entry Requirements * Liability and Indemnity * Force Majeure and Unforeseen Circumstances * General Terms and Conditions |
| Booking details | * Flight Itinerary * Passenger Information * Travel Class and Seat Selection * Baggage Allowance * Travel Insurance * Payment Details * Booking Terms and Conditions * Booking Confirmation |
| Flight payment options | * Credit Cards * Debit Cards * Online Payment Platforms * Bank Transfers * Mobile Wallets * Prepaid Cards * Cryptocurrency * Cash Payment (In Person) |
| Customer details | * Passenger Information * Flight Itinerary * Booking Reference or Reservation Number * Ticket Number and E-ticket Information * Payment Details * Seat Assignment * Baggage Allowance * Special Services or Requests * Terms and Conditions * Booking Confirmation and Receipt |
| Booking records | * Passenger Information * Flight Itinerary * Booking Reference or Reservation Number * Ticket Number and E-ticket Information * Payment Details * Seat Assignment * Baggage Allowance * Special Services or Requests * Terms and Conditions * Booking Confirmation and Receipt |

**REQUIRED SKILLS AND KNOWLEDGE**

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

**Required Skills**

The individual needs to demonstrate the following skills:

* Technical Skills:
* GDS Proficiency.
* Computer Literacy
* Communication Skills:
  + Verbal Communication
  + Written Communication
* Active Listening
* Customer Service Skills:
* Customer Interaction
* Problem-Solving
* Empathy and Patience
* Organizational Skills:
* Time Management
* Detail Orientation
* Record Keeping
* Financial Skills:
  + Pricing Knowledge
  + Payment Processing
  + Budget Management
* Negotiation Skills:
  + Supplier Negotiation
  + Conflict Resolution.
  + Contract Management
* Interpersonal Skills:
* Empathy
* Patience
* Adaptability
* Cultural Sensitivity:
* Cultural Awareness
* Language Skills
* Diversity Awareness

**Required Knowledge**

The individual needs to demonstrate knowledge of:

* Booking Systems
* Travel Industry Regulations
* Legal Requirements
* Health and Safety Regulations
* Travel Policies
* Airline Operations:
* Flight Schedules
* Airport Codes and Routes
* Special Services
* Customer Preferences and Behavior:
* Market Segmentation
* Customer Expectations
* Financial Management:
* Costing and Pricing
* Revenue Management.
* Financial Policies
* Marketing and Sales:
* Promotion Strategies
* Sales Techniques
* Technology in Tourism:
* Digital Tools
* Mobile Technology
* Data Security
* Ethical Considerations
* Customer Privacy.
* Transparency
* Sustainability Practices

**EVIDENCE GUIDE**

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

|  |  |
| --- | --- |
| 1. Critical aspects of Competency | Assessment requires evidence that the candidate:  1.1 Addressed customer inquiry as per workplace procedures.  1.2 Provided flight information as per workplace procedures.  1.3 Documented customer interaction as per workplace procedures.  1.4 Conducted flight comparison as per workplace procedures.  1.5 Checked airline availability as per workplace procedures.  1.6 Confirmed flight availability as per workplace procedures.  1.7 Utilized flight-booking websites as per workplace procedures.  1.8 Discussed flight fare calendar as per workplace procedures.  1.9 Gathered customer information as per workplace procedures.  1.10 Calculated flight cost as per workplace procedures.  1.11 Prepared flight quotation as per workplace procedures.  1.12 Revised booking terms and conditions as per workplace procedures.  1.13 Presented customer with flight quotation as per workplace procedures.  1.14 Selected flights as per workplace procedures.  1.15 Confirmed flights as per workplace procedures.  1.16 Booked flight as per workplace procedures.  1.17 Secured customer payment as per workplace procedures.  1.18 Issued flight tickets as per workplace procedures.  1.19 Confirmed flight-booking details as per workplace procedures.  1.20 Calculated flight total cost as per workplace procedures.  1.21 Presented customers with flight payment options as per workplace procedures.  1.22 Issued guests payment receipt as per workplace procedures.  1.23 Updated guests on booking status as per workplace procedures.  1.25 Generated booking confirmation document as per workplace procedures.  1.26 Issued customers e-tickets as per workplace procedures. |
| 2. Resource Implications | The following resources should be provided:   * Appropriately simulated environment where assessment can take place. * Access to relevant assessment environment. * Resources relevant to the proposed assessment activity or tasks. |
| 3. Methods of Assessment | Competency in this unit may be assessed through:   * Oral assessment * Written assessment * Practical assessment * Product assessment |
| 4. Context of  Assessment | Competency may be assessed   * Workplace Environment * Simulated Workplace Environment |
| 5. Guidance  information for assessment | Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended. |

## 