

CONDUCT EXPERIENTIAL TOUR BOOKINGS & RESERVATIONS

UNIT CODE: TO/CU/TG/CC/02/05/A

RELATIONSHIP TO OCCUPATIONAL STANDARDS: This unit addresses the Unit of Competency: Conduct Experiential Tour Bookings & Reservations

DURATION OF UNIT: 30 hours

UNIT DESCRIPTION

This unit describes the competencies required to develop travel packages. It involves presenting customized experiential tour itinerary, booking and reserving experiential tour components, generating tour bookings and reservation documents, handling experiential tour payments, creating experiential files, briefing tour facilitators and conducting post-tour follow-up.

SUMMARY OF LEARNING OUTCOMES

1. Present customized experiential tour itinerary
2. Book and reserve experiential tour components
3. Generate tour bookings and reservation documents
4. Handle experiential tour payments
5. Create experiential files
6. Brief tour facilitators
7. Conduct post-tour follow-up

LEARNING OUTCOMES, CONTENT AND METHODS OF ASSESSMENT

Learning Outcome	Content	Methods of assessment
1. Present customized experiential tour itinerary	<p>Theory:</p> <ul style="list-style-type: none">Itinerary presentationGiving feedbackItinerary designsItinerary checklist <p>Practical:</p> <ul style="list-style-type: none">• Establish customer contact• Create customer profiles• Check listing experiential tour itineraries	<ul style="list-style-type: none">• Observation• Written• Oral• Third party report

	<ul style="list-style-type: none"> • Present tour reports 	
2. Book and reserve experiential tour components	<p>Theory:</p> <ul style="list-style-type: none"> • Identification of travel components <ul style="list-style-type: none"> ○ Logistics in travel ○ Tour components supplier products • Negotiation and contracting with tour components suppliers • Matching customer requirements with tour component supplier products • Tour reservation process • Reservation systems in tour operations • Preparation and submission of reservation documents • Receiving, recording and filing of confirmed reservation documents • Communication of confirmed reservation documents <p>Practical:</p> <ul style="list-style-type: none"> • Identify customer travel requirements • Develop travel contracts • Book and reserve tour components • Reconfirm tour components 	<ul style="list-style-type: none"> • Observation • Written • Oral • Third party report
3. Generate tour and reservation documents	<p>Theory:</p> <ul style="list-style-type: none"> • Experiential tour itineraries • Terms and conditions of experiential tours • Booking and reservation process • Types of booking and reservation documents <p>Practical:</p> <ul style="list-style-type: none"> • Mark experiential tour reservation request form 	<ul style="list-style-type: none"> • Written • Oral • Observation • Third party report

	<ul style="list-style-type: none"> • Create experiential tour booking and reservation documents • Make experiential tour reservation • Make experiential tour booking • Print booking and reservation documents • Document booking and reservation enquiries 	
4. Handle experiential tour payments	<p>Theory:</p> <ul style="list-style-type: none"> • Methods of payment in the travel industry <ul style="list-style-type: none"> ▪ By cash ▪ Credit ▪ Credit card ▪ Online ▪ Bank transfers • Experiential tour receipts • Receiving and processing customer's payments • Payment of suppliers • Types of tour accounting documents • Maintenance of tour accounting documentation • Tour contingency measures • Collect customer's payments • Facilitate supplier's payment <p>Practical:</p> <ul style="list-style-type: none"> • Receipting cash payment • Cashing a credit card • Handling an online tour payment • Undertaking a bank transfer • Handling credits 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report
5. Create experiential files	<p>Theory:</p> <ul style="list-style-type: none"> • Creating tour files • Types of tour files • Types of tour facilitators 	

	<p>Practical:</p> <ul style="list-style-type: none"> • Creating a driver tour file • Creating a tour escort tour file • Creating courier/ tour leader file • Creating an experiential tour administration file 	
6. Brief tour facilitators	<p>Theory:</p> <ul style="list-style-type: none"> • Handling experiential tour briefing • Types of tour facilitators • Components of an experiential tour brief <p>Practical:</p> <ul style="list-style-type: none"> • Briefing a tour driver cum guide • Briefing a tour escort • Briefing a courier/tour leader • Briefing a tour administrator 	
7. Conduct post-tour follow-up	<p>Theory:</p> <ul style="list-style-type: none"> • Post tour activities • Preparation of experiential tour reports • Dealing with memoirs • Handling tour feedback • Internal <i>feedback mechanisms</i> • <i>Performance indicators</i> identification • Feedback evaluation • Feedback implementers • Customer feedback mechanisms • Implementation of tour report • Tour recommendations <p>Practice:</p> <ul style="list-style-type: none"> • Identify customer feedback mechanism • Writing tour reports 	

	<ul style="list-style-type: none"> • Obtaining potential experiential tour referrals • Delivering feedback • Supervising a post tour follow up 	
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Suggested Methods of Instruction

- Instructor lead facilitation of theory
- Practical demonstration of tasks
- Practice by trainee
- Simulation/Role play
- Group Discussion

List of Recommended Resources

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