

PROVIDE EXPERIENTIAL TOUR INTERPRETATION

UNIT CODE: TO/CU/TG/CC/06/05/A

RELATIONSHIP TO OCCUPATIONAL STANDARDS

This unit addresses the Unit of Competency: Provide experiential tour interpretation

DURATION OF UNIT: 150 hours

UNIT DESCRIPTION

This unit describes the competencies required to provide experiential tour interpretation. It involves, interpreting faunal and floral tour experiences, interpreting heritage sites experiences, interpreting recreational centers experiences, interpreting scenic land/waterscapes (including marinescapes) experiences, interpreting niche tourist products experiences, identifying visitors/tourists' souvenirs experiences, writing experiential tour reports and surrendering experiential tour imprests. It applies in the tourism industry.

SUMMARY OF LEARNING OUTCOMES

1. Interpret faunal and floral tour experiences
2. Interpret heritage sites experiences
3. Interpret recreational centres experiences
4. Interpret scenic land/waterscapes (including marinescapes) experiences
5. Interpret niche tourist products experiences
6. Identify visitors/tourists souvenirs experiences
7. Write experiential tour reports
8. Surrender experiential tour imprests

LEARNING OUTCOMES, CONTENT AND METHODS OF ASSESSMENT

Learning Outcome	Content	Methods of assessment
1. Interpret faunal and floral tour experiences	Theory: <ul style="list-style-type: none">• Principles of nature interpretation• Tilden's principles of nature interpretation• The concept of ecology• The concept of biogeography	<ul style="list-style-type: none">• Observation• Written• Oral• Third party report

	<ul style="list-style-type: none"> • The concept of ecosystem • The concept of taxonomical classification of fauna and flora of East Africa • Classification of fauna and flora of East Africa • Natural history of flora and fauna of East Africa • Wildlife conservation areas of East Africa • Wildlife based tourism in Kenya <p>Practice:</p> <ul style="list-style-type: none"> • Identify fauna and flora species of East Africa in the in the wild • Describe the social behaviour of fauna and flora species of east Africa • Interpret the social behaviour of fauna and flora species of east Africa • Differentiate common subspecies of fauna and flora of East Africa • Document aspects of wildlife-based tourism in Kenya 	
<p>2. Interpret heritage aspects experiences</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Heritage sites in Kenya • Archaeological sites in Kenya • Heritage tourism in Kenya • Conservation and protection of heritage sites in Kenya • Heritage tourism sites operations • Cultural tourism 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report

	<ul style="list-style-type: none"> • Cultural tourism operations in Kenya • Conservation and protection of cultures in Kenya • Legal aspects of heritage/cultural tourism in Kenya • UNESCO sites in Kenya <p>Practice:</p> <ul style="list-style-type: none"> • Interpret cultural practices of Kenyan communities • Document cultural practices of Kenyan communities • Visiting cultural communities • Visiting cultural centres 	
3. Interpret recreational centres experiences	<p>Theory:</p> <ul style="list-style-type: none"> • Recreational tourism • Recreation activities in Kenya • Recreation centres in Kenya • Recreation operations <p>Practice:</p> <ul style="list-style-type: none"> • Document recreational centres in Kenya 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report
4. Interpret scenic land/waterscapes (including marinescapes) experiences	<p>Theory:</p> <ul style="list-style-type: none"> • Kenyan water masses popular with tourism • Lake tourism • Ocean tourism • River tourism • Marine tourism • Recreational fishing • Recreational water sports • Water transport operations • Cruise tourism • Marine fauna and flora • Marine ecology • Marine ecosystem 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report

	<p>Practice:</p> <ul style="list-style-type: none"> • Prepare a draft customer service charter for a given organization (case study) <p>Preparation</p>	
5. Interpret niche tourist products experiences	<p>Theory:</p> <ul style="list-style-type: none"> • Kenya’s niche tourism products • Adventure tourism • Recreational tourism • Geotourism • Beach tourism • Gaming • Casino recreation • Gastronomic tourism • Cuisine tourism • Photography tourism • Ecotourism • Village tourism • MICE tourism <p>Practice:</p> <ul style="list-style-type: none"> • Document aspects of Kenya’s experiential tourism products • Plan a recreational tourism activity • Active participation in a beach tourism event • Conduct a recreational sports event • Lead an adventure tour 	
6. Handle visitors/tourists souvenirs experiences	<p>Theory:</p> <ul style="list-style-type: none"> • Memorable tour experiences • Handling experiential tour collections • Experiential tour memoirs • Souvenirs • Souvenir shopping 	

	<ul style="list-style-type: none"> • Tour presents • Curios • Social media and tour experiences • Internet and tour experiences • Photographing tour experiences • Video graphing tour experiences • Documenting tour experiences <p>Practice:</p> <ul style="list-style-type: none"> • Sending souvenirs • Packing souvenirs for delivery • Writing experiential tour memoirs • Documenting tour experiences • Photographing tour experiences • Video graphing tour experiences • Using social media to keep record of tour experiences • Publicizing tour experiences 	
<p>7. Write experiential tour reports</p>	<ul style="list-style-type: none"> • Tour reporting • Components of a tour report • Tour activities • Tour accidents • Tour incidents <p>Practical:</p> <ul style="list-style-type: none"> • Writing an experiential tour report • Presenting an experiential tour report 	

8. Surrender experiential tour imprests	<p>Theory:</p> <ul style="list-style-type: none"> • Tour imprests • Tour expenses • Surrendering tour imprests • Miscellaneous charges • Tour payments <p>Practical:</p> <ul style="list-style-type: none"> • Surrendering tour imprests • Calculating tour expenses • Accounting for tour imprests 	
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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
- Field tours and excursions

List of Recommended Resources

<ul style="list-style-type: none"> • Computers • Reservation systems • Telephones • Sample tour and travel files • Office stationery • Sample tour and travel reports • Sample tour and travel package information kits • Standard operating procedures • Law Of Contract Act Chapter 23 	<ul style="list-style-type: none"> ○ Customer feedback systems ○ Sample communication standards • Sample communication standard procedures ○ Sample mitigation procedures • Sample safety and security measures • Emergency contact list • Lists of tour and travel product quality standards • Risk register • Tourist Industry licensing Act • Sample accounting documents 	<ul style="list-style-type: none"> • Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Consumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]
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Revised Edition 2012 [2002]	<ul style="list-style-type: none">• Customer information kit• CITES• National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards• IATA regulations• ICAO regulations• KCAA regulations• KAA regulations• KATA regulations	
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