

PACKAGE EXPERIENTIAL TOUR

UNIT CODE: TO/CU/TG/CC/01/05/A

RELATIONSHIP TO OCCUPATIONAL STANDARDS

This unit addresses the Unit of Competency: Package experiential tour

DURATION OF UNIT: 130 hours

UNIT DESCRIPTION

This unit describes the competencies required to package experiential tours. It involves researching on experiential tour markets, handling experiential tour enquiries, providing experiential tour packages alternatives, preparing experiential tour itineraries, costing experiential tours, promoting experiential tour and selling experiential tours. It applies in the tour guiding sector in the tourism industry.

SUMMARY OF LEARNING OUTCOMES

1. Research on experiential tour markets
2. Handle experiential tour enquiries
3. Provide experiential tour packages alternatives
4. Prepare experiential tour itineraries
5. Cost experiential tours
6. Promote an experiential tour
7. Sell experiential tours.

LEARNING OUTCOMES, CONTENT AND METHODS OF ASSESSMENT

Learning Outcome	Content	Methods of assessment
1. Research on experiential tour markets	Theory: <ul style="list-style-type: none">• World travel geography• Tourist motivations• Principles of tourism• Tour destination, attractions and facilities• History and culture• Customer profiles development• Tourist market segmentation• Customer analysis	<ul style="list-style-type: none">• Observation• Written• Oral• Third party report

	<ul style="list-style-type: none"> • Tour product knowledge • Experiential tours • Tourism market research • Travel knowledge • Environmental principles (Carrying capacity) • Kenyan experiential tourism products • Tourism demand and supply <p>Practical:</p> <ul style="list-style-type: none"> • conduct tourism market research • compile tourism market research reports • present tourism market research report 	
<p>2. Handle experiential tour enquiries</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Customer Care • Oral presentation • Telephone skills • ICT use in travel and tourism • Interpretation theory and models • On-line reputation management • Reservations/Guest cycle principles • Tour package and components bookings reservation software's/systems • Time management principles • Public speaking principles • Presentation principles • Tour office operations and administration • Communication of the tour proposal <p>Practice</p> <ul style="list-style-type: none"> • Handling telephone/cell phone calls • Handling online correspondence • Presenting tour information • Matching customer tour requirements with supplier products 	<ul style="list-style-type: none"> • Observation • Written • Oral • Third party report

<p>4. Prepare experiential tour itineraries</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Development of experiential tour skeleton itineraries • Customized itinerary writing • Pacing an itinerary • Individual itineraries • Group itineraries • Itinerary inclusions and exclusions • Itinerary terms and conditions <p>Practice:</p> <ul style="list-style-type: none"> • Schedule itinerary activities • Diagram itineraries • Write customized itineraries • Communicate tour proposals 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report
<p>5. Cost experiential tours</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Tour costing concept and principles • Costing tour packages • Tour package components • Terms and conditions of tour packages and their interpretation • Cost tour packages • Compile tour terms and conditions <p>Practice:</p> <ul style="list-style-type: none"> • Costing a group itinerary • Calculating itinerary costs • Calculating itinerary mark-up • Calculating tour profits 	<ul style="list-style-type: none"> • Oral • Observation • Written • Third party report
<p>6. Promote an experiential tour</p>	<p>Theory:</p> <ul style="list-style-type: none"> • Promotional features of experiential tour package • Resources for promotional activities • Methods of promoting tours • Tour promotional materials/tools • Tour promotional activities <p>Practical:</p>	

	<ul style="list-style-type: none"> • Carrying out a tour promotional campaign • Creating tour promotional materials such as brochures 	
7. Sell experiential tours	<p>Theory:</p> <ul style="list-style-type: none"> • Customized tour proposal • Experiential tour products • Experiential tour sales operations • Tour payments • Tour payment documents • Tour sale contract <p>Practical:</p> <ul style="list-style-type: none"> • Selling an experiential tour product/package • Filling tour sale agreement form • Collecting tour payment • Receipting tour payment 	

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 tour brochures • Sample itineraries • Office stationery • List of tariffs 	<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 • TRA regulations • EMCA 1999 	<ul style="list-style-type: none"> • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • 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]
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<ul style="list-style-type: none">• Standard operating procedures• List of suppliers• Sample contracts		
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