

ORGANIZE EXPERIENTIAL TOURS (FOOD AND BEVERAGE)

UNIT CODE: TO/OS/TG/CR/05/05/A

UNIT DESCRIPTION

This unit describes the competencies required to organize experiential tours with a food and beverage component. It involves planning a menu, purchasing experiential tour food and beverage ingredients, storing experiential tour food and beverage ingredients, producing experiential tour food and beverages, preparing areas for experiential tour meals service, packing experiential tour food and beverage, serving experiential tour food and beverage, clearing experiential tour utensils and washing up experiential tour utensils. It applies in the Tourism and hospitality industry.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make the workplace function	These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Plan menu	1.1 Types of menu are identified in accordance with the SOP 1.2 Menu considerations are factored in accordance with SOP 1.3 Menu format are created in accordance with SOP 1.4 Menu structure are provided in accordance with SOP 1.5 Menu costing is carried out in accordance to the SOP 1.6 Menu cards are designed in accordance to the SOP 1.7 Menu planning is carried out in accordance guest preference 1.8 Menu costing form are filled in accordance to the SOP
2. Purchasing experiential tour food ingredients and beverages	2.1 Ingredients are purchased in accordance with the required meal 2.2 Purchasing methods used are in accordance to the SOP 2.3 Principles of purchasing are used in accordance to the foods and beverages needed 2.4 Ingredients and beverages suppliers are selected in accordance to the 2.5 Ingredients and beverages suppliers are paid in accordance to the supplied items 2.6 Purchase order are raised according to supply needs 2.7 Local purchase order are filled in accordance to the SOP 2.8 Suppliers are selected in accordance to the SOP

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	2.9 Window shopping of ingredients and beverages is conducted in accordance to the SOP 2.10 Suppliers are paid in accordance to the SOP
3. Pack experiential tour food and beverages	3.1 Food ingredients are supplied in accordance to meal requirements 3.2 Food and beverage are supplied in accordance to the guest preference 3.3 Supplies specifications and records are checked in accordance to SOP 3.4 Ingredients and beverage storage standards are observed in accordance to SOP 3.5 Types of storage standard specifications are adhered to in accordance to SOP 3.6 Storage equipment are used in accordance to SOP 3.7 Food store maintenance and cleanliness is conducted in accordance to SOP 3.8 Food store fumigation is conducted in accordance to the food items stored 3.9 Food and beverage supplies are received in accordance to the requisition 3.10 Food and beverage supplies standards are checked against SOP 3.11 Food and beverages received are recorded in accordance to the SOP 3.12 Food store and beverage cellar are cleaned in accordance to the SOP
4. Monitor storage standards for experiential tour food and beverages	4.1 Ingredients preparation is done in accordance to the food requirements 4.2 Recipes are prepared in accordance to the meal requested 4.3 Beverage list is developed in accordance to guest request 4.4 Food preparation methods are done in accordance to the SOP 4.5 Food and beverages production methods are followed in accordance to the SOP 4.6 Ready food is temporary stored in accordance to the SOP

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	4.7 Accompaniments are prepared in accordance to the meals requested 4.8 Food garnishes presented in accordance to the meal prepared
5. Set up table for experiential tour meals	5.1 Furniture and equipment are selected in accordance to the meal service area 5.2 Camping meal service furniture and equipment are selected in accordance to the meal set up required 5.3 Table linens is selected in accordance to the table set up requirements 5.4 Table linen are laid in accordance to the table set up 5.5 Covers are set in accordance to table setup requirement 5.6 Food service area décor is adjusted in accordance to the table set up requirement
6. Serve experiential tour food and beverages	6.1 lunches are packed in accordance to experiential tour requirements 6.2 Packed food and beverages are prepared in accordance to the guest requirements 6.3 Food and beverages packing equipment is selected in accordance to meal prepared
7. Sanitize experiential tour cookware and cutlery	7.1 Food and beverage service methods are followed in accordance to the SOP 7.2 food service interpersonal skills are used in accordance to the SOP 7.3 Order taking is done in accordance to the guest requirements 7.4 guests billing is conducted in accordance to the SOP 7.5 payments are handled in accordance the SOP 7.6 Guest handling during meal service is done in accordance to the SOP 7.7 guest appreciation is conducted in accordance to the SOP
8. Clearing experiential tour utensils	8.1 Clearing techniques are selected in accordance to the 8.2 Utensils are cleared in accordance to the SOP.

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9. Washing up experiential tour utensils	9.1 Utensils are washed in accordance to the SOP 9.2 Utensils are dried in accordance to the SOP 9.3 Utensils are stored in accordance to the SOP 9.4 utensils inventories are handled in accordance to the SOP 9.5 utensils check listing is conducted in accordance to the SOP

RANGE

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

Variable	Range <i>May include but not limited to:</i>
1. Menu	<ul style="list-style-type: none"> • Table d'hôte • A la Carte • Buffet
2. Tour and travel products	<ul style="list-style-type: none"> • Special interest tours, • Group tours, • Individual tours, • Group inclusive tour, • Ground transport, • Car hire, conferences, • Business travel, • Tour packages • Airline seats (economy, business, first class), • Hotel rooms (standard, deluxe, suites, economy)
3. Promotional Activities	<ul style="list-style-type: none"> • One-off, • Series,
4. Promotional materials	<ul style="list-style-type: none"> • Brochures, • Posters,

	<ul style="list-style-type: none"> • Cards, • Labels, • Leaflets, • Multi-media • Web-based
5. Resources for implementation of marketing plans	<ul style="list-style-type: none"> • Financial, • Logistical, • Human,
6. Features of tour and travel products	<ul style="list-style-type: none"> • Comfort Levels, • Ambience, • Experience
7. Methods of promotion	<ul style="list-style-type: none"> • Web based methods, • Branding, • Personal selling, • Direct marketing, • Special offers, • Electronic media, • Word of mouth, • Trade shows and exhibitions
8. Promotional materials	<ul style="list-style-type: none"> • Brochures, • Flyers, • Corporate ware • Banners

REQUIRED SKILLS AND KNOWLEDGE

Required Skills:

- Communication
- Numeracy
- Interpersonal
- Problem solving
- Critical thinking
- Organization
- ICT
- Negotiation
- Map reading
- Interpretation
- Negotiations
- Costing

- Time management
- Customer service
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy

Required Knowledge:

- Experiential tours
- Tour components
- Product knowledge
- Travel geography
- Charting/scheduling
- Channels of tourist product distribution
- Tourist needs and motivations
- Customer analysis
- Legislation, policies and procedures in tours administration
- Oral presentation
- Telephone skills
- ICT use in travel and tourism
- Environmental principles (Carrying capacity)
- Kenyan experiential tourism products
- Basic Food and Beverage Service
- Presentation principles
- Occupational safety and health practices
- On-line reputation management
- Tourism destination knowledge
- Service standards
- Principles of sustainable tourism
- Feedback mechanisms

EVIDENCE GUIDE

1. Critical Aspects of Competency	<p><i>Assessment requires evidence that the candidate:</i></p> <p>1.1 Identified and selected Target markets appropriately</p> <p>1.2 Created and maintained Customer profiles correctly.</p> <p>1.3 Segmented Market appropriately.</p> <p>1.4 Developed Tour products effectively.</p>
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	<p>1.5 Identified and prioritised Marketing objectives appropriately.</p> <p>1.6 Identified and developed Marketing strategies appropriately</p> <p>1.7 Facilitated the adoption and documentation of the Marketing strategy</p> <p>1.8 Appropriately developed Marketing schedules.</p> <p>1.9 Effectively Identified Resources for implementation of marketing plans</p> <p>1.10 Facilitated implementation of Marketing schedules</p> <p>1.11 Appropriately monitored and evaluated the implementation and performance of the marketing plan</p> <p>1.12 Appropriately addressed Significant variances in marketing plan performance</p> <p>1.13 Identified Features of tour products to be promoted correctly</p> <p>1.14 Identified and secured availability Resources for promotional activities from the budget</p> <p>1.15 Appropriately identified Methods of promotion are based on resources available.</p> <p>1.16 Effectively developed Promotional materials</p> <p>1.17 Appropriately identified Logistics for promotional activities</p> <p>1.18 Appropriately organised and implemented Promotional Activities</p> <p>1.19 Effectively evaluated and reviewed Promotional Activities</p> <p>1.20 Demonstrated understanding of sustainable tourism.</p> <p>1.21 Sold tour products effectively.</p> <p>1.22 Prepared marketing reports.</p> <p>1.23 Implemented marketing report recommendations</p>
2. Resource implications	<p>2.1 A functional tour operations office</p> <p>2.2 An institution with fully equipped simulated training tour operations office</p>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Verbal questioning</p> <p>3.2 Project</p> <p>3.3 Observation</p> <p>3.4 Third party report</p> <p>3.5 Interview</p>

	3.6 Written test
4 Context of Assessment	Competency may be assessed individually <ul style="list-style-type: none"> • on-the-job • off-the-job • workplace experience
5 Guidance information for assessment	This unit may be assessed on an integrated basis with others within this occupational sector

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