

PROVIDE EXPERIENTIAL TOUR INTERPRETATION

UNIT CODE: TO/OS/TG/CR/06/6/A

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 centres experiences, interpreting scenic land/waterscapes (including marine scapes) experiences, interpreting niche tourist products experiences, identifying visitors/tourists' souvenirs experiences, writing experiential tour reports and surrendering experiential tour imprest. It applies in the tourism industry.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
<p>These describe the key outcomes which make the workplace function</p>	<p>These are assessable statements which specify the required level of performance for each of the elements.</p> <p><i>(Bold and italicised terms are elaborated in the Range)</i></p>
<p>1. Interpret faunal and floral tour experiences</p>	<p>1.1 Principles of nature interpretation are used in accordance with SOP</p> <p>1.2 Tilden's principles of nature interpretation are used in accordance with SOP</p> <p>1.3 The concept of ecology are used in accordance with the specific experiential tour destination</p> <p>1.4 The concept of biogeography in accordance with the specific experiential tour destination</p> <p>1.5 The concept of ecosystem in accordance with the specific experiential tour destination</p> <p>1.6 The concept of taxonomical <i>classifications</i> used in accordance with fauna and flora in East Africa</p> <p>1.7 Classification of <i>flora and fauna</i> of East Africa</p> <p>1.8 <i>Natural history</i> of flora and fauna of East Africa</p> <p>1.9 <i>Wildlife conservation areas</i> of East Africa are</p> <p>1.10 Wildlife based tourism in Kenya</p> <p>1.11 Identify fauna and flora species of East Africa in the in the wild</p> <p>1.12 Describe the <i>social behaviour</i> of fauna and flora species of east Africa</p>

	<p>1.13 Interpret the social behaviour of fauna and flora species of east Africa</p> <p>1.14 Differentiate common subspecies of fauna and flora of East Africa</p> <p>1.15 Document aspects of wildlife-based tourism in Kenya</p>
2. Interpret heritage sites experiences	<p>2.1 <i>Heritage sites</i> in Kenya are interpreted in accordance with SOP</p> <p>2.2 Heritage tourism operations are interpreted in accordance with SOPs</p> <p>2.3 Conservation and protection of heritage sites in Kenya are interpreted in accordance with SOPs</p> <p>2.4 <i>Heritage tourism sites</i> operations are interpreted in accordance with SOPs</p> <p>2.5 Cultural tourism operations in Kenya are interpreted in accordance with SOPs</p> <p>2.6 Conservation and protection of cultures in Kenya are interpreted in accordance with SOPs</p> <p>2.7 Legal aspects of heritage/cultural tourism in Kenya are interpreted in accordance with SOPs</p>
3. Interpret recreational centres experiences	<p>3.1 Recreational tourism operations are interpreted in accordance with SOPs</p> <p>3.2 Recreation activities in Kenya are interpreted in accordance with SOP</p> <p>3.3 Recreation centres in Kenya are interpreted in accordance with SOP</p> <p>3.4 Recreation operations are interpreted in accordance with SOPs</p> <p>3.5 Recreational centres in Kenya information is documented in accordance with SOPs</p>
4. Interpret scenic land/waterscapes (including marinescapes) experiences	<p>4.1 Kenyan water masses popular with tourism are interpreted in accordance with SOPs</p> <p>4.2 Lake tourism operations are presented in accordance in accordance with SOPs</p> <p>4.3 Ocean tourism operations are in presented in accordance with SOPs</p> <p>4.4 River tourism operations are presented in accordance with SOPs</p> <p>4.5 Marine tourism operations are presented in accordance with SOPs</p>

	<p>4.6 Recreational fishing operations are presented in accordance with SOPs</p> <p>4.7 Recreational water sports operations are presented in accordance with the SOPs</p> <p>4.8 Water transport operations are presented in accordance with SOPs</p> <p>4.9 Cruise tourism operations are interpreted in accordance with SOPs</p> <p>4.10 Marine fauna and flora are interpreted in accordance with SOP</p> <p>4.11 Marine ecology information is presented in accordance with the SOP</p> <p>4.12 Marine ecosystem information is presented in accordance with SOP</p>
<p>5. Interpret niche tourist products experiences</p>	<p>5.1 Kenya's <i>niche tourism products</i> are presented in accordance with the destination popularity</p> <p>5.2 Cruise tourism operations are conducted in accordance with SOP</p> <p>5.3 Adventure tourism operations are interpreted in accordance with SOP</p> <p>5.4 Recreational tourism operations information is presented in accordance with the SOPs</p> <p>5.5 Geotourism operations are interpreted in accordance with SOP</p> <p>5.6 Beach tourism operations are interpreted in accordance with the SOPs</p> <p>5.7 Gaming operations information are presented in accordance with SOPs</p> <p>5.8 Casino recreation operations is presented in accordance with SOPs</p> <p>5.9 Gastronomic/ Cuisine tourism operation are interpreted in accordance with SOPs</p> <p>5.10 Photography tourism operations are interpreted in accordance with SOPs</p> <p>5.11 Ecotourism operations are interpreted in accordance with SOPs</p> <p>5.12 Village tourism operations are interpreted in accordance with SOP</p> <p>5.13 MICE tourism operations are interpreted in accordance with the SOP</p>

	<p>5.14 Aspects of Kenya’s experiential tourism products are documented in accordance with SOPs</p> <p>5.15 Recreational tourism activities are planned in accordance with the SOP</p> <p>5.16 Beach tourism event participation is in accordance with SOP</p> <p>5.17 Recreational sports events are conducted in accordance with the SOP</p> <p>5.18 Adventure tour operations are supervised in accordance with the SOP</p>
<p>6. Handle visitors/tourists souvenirs experiences</p>	<p>6.1 Memorable tour experiences are recorded in accordance to the visitors feed- back information</p> <p>6.2 Experiential tour collections are handled in accordance with the visitor requests</p> <p>6.3 Experiential tour memoirs are written in accordance with the visitor experience</p> <p>6.4 Souvenirs are identified in accordance with the experiential tour experience</p> <p>6.5 Souvenir shopping is conducted in accordance with the SOPs</p> <p>6.6 Tour gifts are provided in accordance with SOPs</p> <p>6.7 Curios are acquired in accordance with SOP</p> <p>6.8 Social media posting are conducted in accordance to tour experiences</p> <p>6.9 Tour experiences are photographed in accordance with SOPs</p> <p>6.10 Tour experiences are video graphed in accordance to the SOPs</p> <p>6.11 Tour experiences are documented in accordance to the SOP</p> <p>6.12 Souvenirs are sent in accordance to participation in the tour</p> <p>6.13 Souvenirs for delivery are packed in accordance with visitor requests</p> <p>6.14 Tour experiences are publicized in accordance to the SOP</p>
<p>7. Write experiential tour reports</p>	<p>7.1 Tour experiences are reported in accordance to SOP</p>

	<p>7.2 Tour activities are documented in accordance to the SOP</p> <p>7.3 Tour accidents are recorded in accordance to SOP</p> <p>7.4 Tour incidents are recorded in accordance with the SOP</p> <p>7.5 Experiential tour report is written in accordance with SOP</p> <p>7.6 Tour report id presented in accordance to SOP</p> <p>7.7 Tour recommendations are provided in accordance with tour experiences</p>
8. Surrender experiential tour imprests	<p>8.1 Tour imprests are uses in accordance to the experiential tour budget</p> <p>8.2 Tour expenses are recorded in accordance with SOP</p> <p>8.3 Tour imprests are surrendered in accordance to the SOP</p> <p>8.4 Miscellaneous charges are documented in accordance to the SOP</p> <p>8.5 Tour payments are made in accordance with SOP</p> <p>8.6 Tour expenses are calculated in accordance to the SOP</p> <p>8.7 Tour imprests are accounted for in accordance to the SOP</p>

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 is not limited to:</i>
Classification	<ul style="list-style-type: none"> • Natural • Artificial • Scientific
Flora and fauna	<ul style="list-style-type: none"> • Plantae • Mammalia • Aves • Pisces • Reptilia

	<ul style="list-style-type: none"> • Amphibia
Natural history	<ul style="list-style-type: none"> • Origin • Evolution • Classification • Distribution • Conservation
Wildlife conservation areas	<ul style="list-style-type: none"> • Parks • Reserves • Sanctuaries • Conservancies • Orphanages • Arboretums • Protected forest
Social behaviour	<ul style="list-style-type: none"> • Giving birth • Care of young ones • Courtship • Mating • Feeding
Heritage sites	
Heritage tourism sites	<ul style="list-style-type: none"> • Archaeological sites • Historical site • Historical monuments • Cultural centres • museums
Niche tourism products	<ul style="list-style-type: none"> • Cruise tourism • Geotourism • Beach tourism • Sports tourism
Experiential tour collections	<ul style="list-style-type: none"> • Curios • Souvenirs • Art items • Clothes • Carvings

Souvenirs	<ul style="list-style-type: none"> • Curios • Souvenirs • Art items • Clothes • Carvings
Tour gifts	<ul style="list-style-type: none"> • Curios • Souvenirs • Art items • Clothes • Carvings
Social media posting	<ul style="list-style-type: none"> • Images • Text • Videos
Tour activities	<ul style="list-style-type: none"> • Sightseeing • Recreational • Accommodation • Transportation
Tour recommendations	<ul style="list-style-type: none"> • On itinerary design • On visitor experience • On incidents • On accidents
Miscellaneous charges	<ul style="list-style-type: none"> • Tour vehicle maintenance • Tour vehicle parking • Vehicle swatch
Tour expenses	<ul style="list-style-type: none"> • Fuel • Parking • Security • Driver laundry • Miscellaneous

Variable	Range <i>May include but is not limited to:</i>
1. Possible mitigation measures	<ul style="list-style-type: none"> • First aid kits, • Satellite communication system, • Emergency contact list • Customer briefing on dos and don'ts • Field staff briefing on dos and don'ts • Security personnel, • Health personnel • Evacuation services • Signage • Experienced personnel • Insurance, • Safety ware and equipment
2. Channels of communication with internal customers	<ul style="list-style-type: none"> • Meetings • Memos • Emails • Letters • Notices • Web-based
3. Resources for handling tour and travel contingencies	<ul style="list-style-type: none"> • Human • Financial • Logistical • Technological • Physical
4. Possible contingency situations	<ul style="list-style-type: none"> • Accidents • Sickness • Bad weather • Unhonoured contracts • Cancellations • Mechanical breakdowns • Customer based contingencies
5. Possible safety and security issues	<ul style="list-style-type: none"> • Terrorism • Theft • Banditry • Landslides

	<ul style="list-style-type: none"> • Flash floods • Accidents • Food poisoning • Wildlife attacks • Loss of direction • Lack of signage
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REQUIRED KNOWLEDGE AND UNDERSTANDING

Required Skills:

- Communication
- Numeracy
- Research
- Problem solving
- Critical thinking
- Organization
- ICT
- Map reading
- Interpretation
- Time management
- Customer service
- Interpersonal relationship
- Risk assessment
- Decision making
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy
- First aid
- Attention to details

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
- Local destinations
- Travel knowledge
- Oral presentation
- Telephone skills
- ICT use in travel and tourism
- Interpretation theory and models
- Experiential tourism principles
- Environmental principles (Carrying capacity)
- Kenyan experiential tourism products
- Tour equipment handling
- Time management principles
- Public speaking principles
- Presentation principles
- Occupational safety and health practices
- On-line reputation management
- Tourism destination knowledge
- Principles of management
- Human resource management
- Legal aspects of tourism
- Handling emergencies
- Components of tourism products
- Range of tourism suppliers
- Customer service
- Customer knowledge
- Service standards
- Principles of sustainable tourism and travel
- Feedback mechanisms
- Tourism source market
- Safety and security knowledge

EVIDENCE GUIDE

1. Critical Aspects of Competency	<i>Assessment requires evidence that the candidate:</i>
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	<p>1.1 Interprets faunal and floral tour experiences in accordance to the destination</p> <p>1.2 Describes social behaviour of fauna in accordance to the SOP</p> <p>1.3 Describe floral adaptations in accordance to the destination</p> <p>1.4 Interprets heritage sites experiences in accordance to the destination</p> <p>1.5 Describes heritage sites in accordance to the SOP</p> <p>1.6 Interprets recreational centres experiences in accordance to the destination</p> <p>1.7 Interprets scenic land/waterscapes (including marinescapes) experiences in accordance to the destination</p> <p>1.8 Interprets niche tourist products experiences in accordance to the destination</p> <p>1.9 Identifies visitors/tourists souvenirs experiences in accordance to the destination</p> <p>1.10 Writes experiential tour reports in accordance to the SOP</p> <p>1.11 Surrenders experiential tour impressts in accordance to the SOP</p>
2. Resource implications	<p>2.1 A functional tourism laboratory</p> <p>2.2 Teaching models</p> <p>2.3 Aquarium</p> <p>2.4 Arboretum</p>
3. Methods of Assessment	<p>Competence in this unit MAY be assessed through:</p> <p>3.1 Observation</p> <p>3.2 Written tests</p> <p>3.3 Projects</p> <p>3.4 Oral questioning</p> <p>3.5 Portfolio</p> <p>3.6 Field tours</p> <p>3.7 Third party report</p>
4. Context of Assessment	<p>Competence may be assessed:</p> <ul style="list-style-type: none"> • On-the-job; • Off-the-job • During workplace attachment/experience
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry, workplace and job role is recommended.</p>