

## PACKAGE EXPERIENTIAL TOURS

**UNIT CODE: TO/OS/TG/CR/01/05/A**

### 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.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
<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. Research on experiential tour markets</p>	<p>1.1 Research considers Kenya's <i>experiential tours demand factors</i></p> <p>1.2 Research considers Kenya's <i>experiential tour supply factors</i></p> <p>1.3 <i>Experiential tour market</i> research considers experiential tour market changes (trends)</p> <p>1.4 Experiential <i>tour market research</i> process is based on the SOPs</p> <p>1.5 <i>Tourist motivations</i> are researched in accordance potential experiential tourists needs, wants and desires</p> <p>1.6 <i>Tour destinations</i> are identified in accordance with tourist motivations</p> <p>1.7 <i>History and cultural aspects</i> of interest t are identified in accordance with the SOPs</p> <p>1.8 <i>Customer profiles</i> are developed in accordance with potential market segments</p> <p>1.9 <i>Tourist market</i> is segmented according to the SOPs</p> <p>1.10 <i>Customer analysis</i> is conducted in accordance with SOPs</p> <p>1.11 <i>Tour product knowledge</i> s documented in accordance with the SOPs</p>

<b>ELEMENT</b> These describe the key outcomes which make the workplace function	<b>PERFORMANCE CRITERIA</b> 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>
	1.12 <i>Experiential tours</i> are identified in accordance with SOPs 1.13 <i>Tourism market research</i> is conducted in accordance with SOPs 1.14 <i>Travel knowledge</i> is identified in line with markets and destinations and accordance to the SOPs 1.15 <i>Environmental principles</i> are ensured in accordance with the SOPs 1.16 <i>Kenyan experiential tourism products</i> are identified and documented in accordance with SOPs 1.17 <i>Tourism demand and supply</i> is documented in accordance with SOPs 1.18 <i>Tourism market research reports</i> are compiled in accordance with SOPs 1.19 Tourism market research report are presented in accordance with SOPs
2. Handle experiential tour enquiries	2.1 The <b>tour enquiry mechanisms</b> are developed as per the SOPs 2.2 Tour enquiry performance are conducted as per the SOPs 2.3 Tour package alternatives are designed based on customer preferences and SOPs. 2.4 <i>Tour enquiry feedback</i> is disseminated to potential tourist as per the SOPs 2.5 Tour enquiry feedback is evaluated as per the SOPs 2.6 <i>Clients' enquiries</i> are responded to as per SOP 2.7 Customer care is ensured in accordance with SOPs 2.8 <i>Telephone skills</i> are used in accordance with SOP 2.9 <i>ICT</i> is used in travel and tourism operation in accordance with the SOPs 2.10 On-line reputation management is conducted in accordance with SOP

<p><b>ELEMENT</b></p> <p>These describe the key outcomes which make the workplace function</p>	<p><b>PERFORMANCE CRITERIA</b></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>2.11 <i>Tour components</i> bookings reservation software/systems are used in accordance with the SOPs</p> <p>2.12 Time management principles are adhered to in accordance with SOPs</p> <p>2.13 <i>Tour office operations and administration</i> is conducted in accordance with SOPs</p> <p>2.14 Communication of the <i>tour proposal</i> is done in accordance with SOP</p> <p>2.15 Telephone/cell phone calls are handled in accordance with SOPs</p> <p>2.16 <i>Online correspondences</i> are handled in accordance with SOP</p> <p>2.17 Tour information is presented in accordance with SOP</p> <p>2.18 Customer tour requirements are matched with supplier products and in accordance with SOP</p>
<p>3. Prepare experiential tour itineraries</p>	<p>3.1 Experiential tours are designed based on the motivations, needs and expectations of the participants.</p> <p>3.2 Tour design considers size of group.</p> <p>3.3 Tour design considers <i>modes of transportation</i>.</p> <p>3.4 Tour design information has been retrieved from <i>current and reputable sources</i>.</p> <p>3.5 Experiential tour skeleton itineraries are developed according to SOPs</p> <p>3.6 Customized itinerary is written in accordance with SOP</p> <p>3.7 Itinerary pacing is ensured in accordance with the SOP</p> <p>3.8 Individual itineraries and group itineraries written in accordance with the SOPs</p> <p>3.9 Itinerary inclusions and exclusions (<i>terms and conditions</i>) are identified and set in accordance with SOPs</p>

<p><b>ELEMENT</b></p> <p>These describe the key outcomes which make the workplace function</p>	<p><b>PERFORMANCE CRITERIA</b></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>3.10 <i>Itinerary activities</i> are scheduled in accordance with SOP</p> <p>3.11 Itineraries are diagrammed/illustrated in accordance with SOP</p> <p>3.12 Experiential tour are developed to include personal and non-personal interpretation</p> <p>3.13 Experiential tour timeframe are tested for suitable pacing</p> <p>3.14 Experiential tour potential <i>hazards, risks, and barriers</i> are determined in accordance with SOP</p> <p>3.15 Tour design considers environmental impacts and carrying capacity of visited sites.</p> <p>3.16 Tour package development report is prepared as per SOPs.</p> <p>3.17 Developed tour package itineraries are documented and disseminated as per SOPs.</p> <p>3.18 <i>Terms and conditions</i> of the tour are determined and communicated as per supplier and SOPs.</p> <p>3.19 Experiential tour requirements are communicated to customers as per SOPs.</p> <p>3.20 Experiential tour proposals are presented to customer for consideration as per SOPs.</p>
<p>4. Cost experiential tours</p>	<p>4.1 The experiential tour itinerary <i>cost elements</i> are identified as per the SOPs</p> <p>4.2 Experiential tour packages are costed based on itinerary designed.</p> <p>4.3 The contract rates are applied as per the SOPs</p> <p>4.4 The mark-up are applied as per the SOPs</p> <p>4.5 The experiential tour final costs are quoted as per SOPs</p> <p>4.6 Tour costing concept and principles are used in accordance with the SOPs</p> <p>4.7 <i>Terms and conditions</i> of tour packages are interpreted in accordance with SOPs</p>

<p><b>ELEMENT</b></p> <p>These describe the key outcomes which make the workplace function</p>	<p><b>PERFORMANCE CRITERIA</b></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>4.8 Group itineraries are costed in accordance with SOP</p> <p>4.9 <i>Itinerary costs</i> are calculated in accordance with SOP</p> <p>4.10 Itinerary mark-up is calculated in accordance with SOP</p> <p>4.11 Tour profits margins are calculated in accordance with SOP</p>
<p>5. Promote an experiential tour</p>	<p>5.1 <i>Features of experiential tour package</i> to be promoted are identified based on their unique selling points.</p> <p>5.2 Resources for promotional activities are identified from the budget and their availability secured.</p> <p>5.3 <i>Methods of promotion</i> are identified based on resources available.</p> <p>5.4 <i>Promotional materials</i> are developed based on products identified unique selling points.</p> <p>5.5 Logistics for promotional activities are identified as per the type of promotional activity.</p> <p>5.6 <i>Promotional activities</i> are organised and implemented based on budget and target market preferences.</p> <p>5.7 Promotional activities are evaluated and revised based on their performance.</p> <p>5.7 Promotional activities are conducted in due regard to sustainable tourism.</p> <p>5.8 The experiential tour <i>promotional materials</i> are developed as per the SOPs</p> <p>5.9 The potential experiential <i>tour market segments</i> are identified as per the supply factors</p> <p>5.10 The benefits of the experiential tour are communicated as per the SOPs</p> <p>5.11 The promotional materials are presented to potential tour participants as per the SOPs</p>

<p><b>ELEMENT</b></p> <p>These describe the key outcomes which make the workplace function</p>	<p><b>PERFORMANCE CRITERIA</b></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>6. Sell experiential tours</p>	<p>6.1 The customized tour proposal are presented to tour participants for approval</p> <p>6.2 Experiential tour products are sold based on customers’ needs and as per SOPs.</p> <p>6.3 The tour payments are received as per the SOPs</p> <p>6.4 The <i>tour payment documents</i> are issued as per the SOPs</p> <p>6.5 Tour sale contract is entered as per SOP Clients’</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.

Variables	Range May include but is not limited to:
1. Experiential tours demand factors	<ul style="list-style-type: none"> <li>• Discretionary income of potential tourists</li> <li>• Price of the tour</li> <li>• Tastes and preferences of the tourists</li> </ul>
2. Experiential tour supply factors	<ul style="list-style-type: none"> <li>• Number of suppliers</li> <li>• Price of the tour</li> <li>• Price of substitutes and complementary products</li> <li>• Cost of tour components</li> <li>• Competing destinations</li> </ul>
3. Experiential tour market	<ul style="list-style-type: none"> <li>• By demand and supply forces</li> <li>• By region</li> <li>• By income</li> <li>• By preferences</li> </ul>
4. Tour market research	<ul style="list-style-type: none"> <li>• Destination</li> <li>• Tourist source</li> </ul>
5. Tourist motivations	<ul style="list-style-type: none"> <li>• By needs</li> <li>• By desires</li> <li>• By wants</li> </ul>

<b>Variables</b>	<b>Range</b> <b>May include but is not limited to:</b>
6. Tour destinations	<ul style="list-style-type: none"> <li>• International</li> <li>• Regional</li> <li>• Local</li> <li>• Site</li> </ul>
7. History and cultural aspects	<ul style="list-style-type: none"> <li>• Prehistoric</li> <li>• Historic</li> <li>• Archaeological</li> <li>• Origin of societies</li> <li>• Historical development</li> </ul>
8. Tourist market	<ul style="list-style-type: none"> <li>• International</li> <li>• Regional</li> <li>• Domestic</li> <li>• Local</li> </ul>
9. Tour product	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Weather</li> <li>• Wildlife culture</li> <li>• Recreation</li> <li>• Niche</li> </ul>
10. Experiential tours	<ul style="list-style-type: none"> <li>• Cultural</li> <li>• Beach</li> <li>• Wilderness</li> </ul>
11. Travel knowledge	<ul style="list-style-type: none"> <li>• Travel geography</li> <li>• Destination history</li> <li>• Cultural history</li> </ul>
12. Environmental principles	<ul style="list-style-type: none"> <li>• Carrying capacity</li> <li>• Limits of acceptable change</li> </ul>
13. Tour enquiry feedback	<ul style="list-style-type: none"> <li>• By calling</li> <li>• By email</li> <li>• Face to face</li> <li>• By mail</li> </ul>
14. Clients' enquiries	<ul style="list-style-type: none"> <li>• By calling</li> <li>• By email</li> <li>• Face to face</li> <li>• By mail</li> </ul>
15. Telephone skills	<ul style="list-style-type: none"> <li>• Greeting</li> </ul>

<b>Variables</b>	<b>Range</b> <b>May include but is not limited to:</b>
	<ul style="list-style-type: none"> <li>• Voice tone variation</li> <li>• Voice clarity</li> <li>• Language command</li> </ul>
16. ICT	<ul style="list-style-type: none"> <li>• Computer knowledge</li> <li>• Software application</li> <li>• Reservation systems</li> </ul>
17. Tour components	<ul style="list-style-type: none"> <li>• Transport</li> <li>• Transfer</li> <li>• Sightseeing</li> <li>• Accommodation</li> <li>• Ancillary services</li> </ul>
18. Tour office operations and administration	<ul style="list-style-type: none"> <li>• Tour enquiry</li> <li>• Tour planning and costing</li> <li>• Tour implementation</li> <li>• Tour reporting</li> </ul>
19. Online correspondences	<ul style="list-style-type: none"> <li>• Text</li> <li>• Email</li> <li>• Video conferencing</li> </ul>
20. Itinerary costs	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Accommodation</li> <li>• Sightseeing</li> <li>• Ancillary services</li> </ul>
21. Terms and conditions	<ul style="list-style-type: none"> <li>• Prices</li> <li>• Components</li> <li>• Facilitation</li> </ul>
22. Cost elements	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Accommodation</li> <li>• Sightseeing</li> <li>• Ancillary services</li> </ul>
23. Modes of transportation	<ul style="list-style-type: none"> <li>• Land</li> <li>• Water</li> <li>• Air</li> </ul>
24. Current and reputable sources	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Contracts</li> <li>• Rack rates</li> <li>• Brochures</li> </ul>



<b>Variables</b>	<b>Range</b> <b>May include but is not limited to:</b>
25. Itinerary activities	<ul style="list-style-type: none"> <li>• Sightseeing</li> <li>• Wildlife viewing</li> <li>• Picnicking</li> <li>• Travelling</li> </ul>
26. Hazards, risks, and barriers	<ul style="list-style-type: none"> <li>• Accidents</li> <li>• Incidents</li> <li>• Travel advisories</li> <li>• Security threats</li> </ul>
27. Features of experiential tour package	<ul style="list-style-type: none"> <li>• Transportation</li> <li>• Accommodation</li> <li>• Sightseeing</li> </ul>
28. Methods of promotion	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Print media</li> <li>• Electronic media</li> </ul>
29. Promotional materials	<ul style="list-style-type: none"> <li>• Websites</li> <li>• Brochures</li> <li>• Banners</li> </ul>
30. Promotional activities	<ul style="list-style-type: none"> <li>• Personal selling</li> <li>• Advertisements</li> <li>• Discounting</li> <li>• Sales promotion</li> </ul>
31. Tour market segments	<ul style="list-style-type: none"> <li>• Geographical</li> <li>• Demographic</li> <li>• Income</li> </ul>
32. Tour payment documents	<ul style="list-style-type: none"> <li>• Tickets</li> <li>• Vouchers</li> <li>• Tour receipts</li> </ul>

## **REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

### **Required Skills**

The individual needs to demonstrate the following skills:

- Communication
- Numeracy
- Interpersonal
- Selling

- Marketing
- Research
- Problem solving
- Critical thinking
- Organization
- ICT
- Negotiation
- Map reading
- Interpretation
- Costing
- Time management
- Customer service
- Interpersonal
- Organisation
- Technological

**Required Knowledge:**

- Experiential tours
- Tour components
- Inclusive tour package
- Destinations
- Tourists' source markets
- Product knowledge
- Itinerary writing
- Tour packaging
- Travel geography
- Itinerary charting/scheduling
- Tour costing and pricing principles
- Tour component suppliers
- Channels of tourist product distribution
- Tourist needs and motivations
- Tourist buying process
- Tour selling process
- Tour reservations
- Tour bookings and reservation
- Tourist market segmentation
- Customer analysis
- Legislation, policies and procedures in tours administration
- Passenger transportation

- Local destinations
- Research methods
- Travel knowledge
- Proposal writing
- Customer Care
- Oral presentation
- Telephone skills
- ICT use in travel and tourism
- Research strategies and sources
- Interpretation theory and models
- Experiential tourism principles
- Environmental principles (Carrying capacity)
- Kenyan experiential tourism products
- Tour office operations and administration
- Basic Food and Beverage Service
- Reservations/Guest cycle principles
- Tour package and components bookings reservation software/systems
- Tour basic vehicle maintenance
- Tour equipment handling
- Camping operations
- Photography and videography composition principles
- Time management principles
- Public speaking principles
- Law of contract
- Tourism marketing
- Tour sales
- Tour negotiation

### **EVIDENCE GUIDE**

<p>1. Critical Aspects of Competency</p>	<p style="text-align: center;"><i>Assessment requires evidence that the candidate:</i></p> <p>1.1 Conducts research on experiential tour markets appropriately</p> <p>1.2 Presents the experiential tour research report appropriately</p> <p>1.3 Handles experiential tour enquiries professionally</p> <p>1.4 Handles customers professionally</p> <p>1.5 Provides experiential tour packages alternatives correctly</p>
--	--

	<p>1.6 Presents experiential tour proposals appropriately</p> <p>1.7 Prepares experiential tour itineraries correctly</p> <p>1.8 Costs experiential tours accurately</p> <p>1.9 Promotes an experiential tour professionally</p> <p>1.10 Sells experiential tours</p>
2. Resource Implications	<p>The following resources should be provided for assessment:</p> <p>2.1 A functional tour office</p> <p>2.2 Simulated tour office</p> <p>2.3 Tourism information library</p> <p>2.4 Customized tour van</p>
3. Methods of Assessment	<p>Competence in this unit <b>MAY</b> be assessed through:</p> <p>3.1 Observation</p> <p>3.2 Written tests</p> <p>3.3 Projects</p> <p>3.4 Field reports</p> <p>3.5 Oral tests</p> <p>3.6 Portfolio</p> <p>3.7 Case study</p> <p>3.8 Third party report /Witness testimony</p>
4. Context of Assessment	<p>Competence may be assessed:</p> <ul style="list-style-type: none"> <li>• On-the-job;</li> <li>• Off-the-job</li> <li>• During workplace attachment/experience</li> </ul>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry, workplace and job role is recommended.</p>