

## TOUR AND TRAVEL CUSTOMER SERVICE

**UNIT CODE: TO/CU/TM/CR/06/5/A**

### Relationship to Occupational Standards

This unit addresses the unit of competency: Supervise customer service

**Duration of Unit:** 60 hours

### Unit Description

This unit describes the competencies required to manage customer service. It involves, developing and implementing internal customer communication system, developing and implementing external customer communication system, handling tour contingencies, handling tour customer safety and security issues and preparing customer service reports.

### Summary of Learning Outcomes

1. Develop and implement internal customer communication system
2. Develop and implement external customer communication system
3. Handle tour and travel contingencies
4. Handle tour and travel customer safety and security issues
5. Prepare customer service reports

### Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Develop and implement customer communication system	<p>Theory:</p> <ul style="list-style-type: none"><li>• Meaning of communication systems</li><li>• Channels of communication</li><li>• Process of communication</li><li>• Types of communication systems</li><li>• Barriers to effective communication</li><li>• Communication systems and modes of communication</li><li>• Development of communication system</li><li>• Establishment of communication standards and procedures</li><li>• Implementation of communication standards procedures</li></ul> <p><b>Practice:</b></p> <ul style="list-style-type: none"><li>• Decode and encode messages</li><li>• Develop communication tools (case</li></ul>	Observation Written Oral Third party report

	studies)	
2. Supervise tour and travel contingencies	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning tour and travel contingencies</li> <li>• Types tour and travel contingencies</li> <li>• Meaning of mitigation measures</li> <li>• Types of mitigation measures</li> <li>• Development of mitigation measures</li> <li>• Types of resources for handling tour and travel contingencies</li> <li>• Procedure for securing resources for handling tour and travel contingencies</li> <li>• Steps of handling tour and travel contingencies</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Classify tour and travel contingencies</li> <li>• Handle tour and travel contingencies (case studies)</li> </ul>	<p>Oral</p> <p>Observation</p> <p>Written</p> <p>Third party report</p>
3. Supervise tour and travel customer safety and security issues	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Concepts of safety and security</li> <li>• Classification of safety and security issues in the tourism industry</li> <li>• Mitigation measures</li> <li>• Types of resources for handling safety and security</li> <li>• Procedure for securing safety and security resources</li> <li>• Procedure for handling safety and security issues</li> <li>• Legal aspects on safety and security</li> <li>• Basic first aid</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Drill on safety and security related issues</li> </ul>	<p>Oral</p> <p>Observation</p> <p>Written</p> <p>Third party report</p>
4. Prepare customer service reports	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning of customer service reports</li> <li>• Types of customer service reports</li> <li>• Preparation of customer service reports</li> </ul>	<p>Oral</p> <p>Observation</p> <p>Written</p> <p>Third party</p>

	<ul style="list-style-type: none"> <li>• Assessment of customer service reports</li> <li>• Implementation of report recommendations</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Prepare a draft customer service charter for a given organization (case study)</li> </ul>	report
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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

### List of Recommended Resources

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