

TOUR DELIVERY

UNIT CODE: TO/CU/TM/CR/03/5/A

Relationship to Occupational Standards

This unit addresses the unit of competency: Supervise tour delivery

Duration of Unit: 100 hours

Unit Description

This unit describes the competencies required to supervise tour delivery. It involves selling tour packages, supervising customers' reservations, organizing tour files, implementing tour itineraries and performing post tour activities. It applies in the Tourism industry.

Summary of Learning Outcomes

1. Sell tour package
2. supervise customer's reservations
3. Organize tour file
4. Implement tour itinerary
5. Perform post tour activities

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Sell tour package	<p>Theory:</p> <ul style="list-style-type: none">• Principles of selling• Tour product knowledge• Types of tour packages• Procedure for handling client's enquiries, complaints and conflicts• Preparing and implementation tour contracts<ul style="list-style-type: none">○ Types of contracts○ Contract law• Meaning of a tour file• Classification of tour files• Information required to open a tour file• Procedure for opening of a tour file• Contents of a tour file	Observation Written Oral Third party report

	<p>Practical:</p> <ul style="list-style-type: none"> • Sell tour package to a client • Respond to client enquiries • Open a tour file 	
2. Supervise customer's reservations	<p>Theory:</p> <ul style="list-style-type: none"> • Meaning of reservation • Types of reservation systems • Components of a good reservation system • ICT and reservation • Reservation procedures and reservation systems • Destination management organizations • Meaning of a reservation document • Types of reservation documents • Content of reservation documents • Types of services reserved • Preparation and submission of reservation documents • Modes of communicating confirmed reservation documents <p>Practice:</p> <ul style="list-style-type: none"> • Make a reservation for a customer • Communicate reservation feedback 	<p>Observation Written Oral Third party report</p>
3. Organize tour file	<p>Theory:</p> <ul style="list-style-type: none"> • Meaning of a tour file • Types of a tour file • Content of a tour file • Guidelines for organizing a tour file • ICT and Tour file management • procedure for receiving and processing customer's payments • Types of tour accounting documents • Maintenance of tour accounting documentation • Types of tour contingency measures • Guidelines for assembling tour package information 	<p>Observation Written Oral Third party report</p>

	<ul style="list-style-type: none"> • Confirmation of all tour bookings Practice: <ul style="list-style-type: none"> • Open and organize a tour file 	
4. Implement tour itinerary	Theory: <ul style="list-style-type: none"> • Stages of tour itinerary implementation • Staff involved in tour delivery , attributes and their roles • Tour commentaries <ul style="list-style-type: none"> ○ Types of tour commentaries ○ Meaning a tour commentary ○ Procedures involved in preparation of tour commentary ○ Procedure for implementing a tour commentary • Tour interpretation <ul style="list-style-type: none"> ○ Meaning of tour interpretation ○ Types of tour interpretation ○ Principles of tour interpretation ○ Media used in tour interpretation • Preparation for tour operation staff briefing • Conducting tour field staff briefing • Customer arrival and departure procedures • Commissioning and monitoring tours Practice: <ul style="list-style-type: none"> • Role play on tour commentary delivery. • Carry out tour field staff briefing • Carry out arrival and departure procedures • Carry out customer briefing 	Written Oral Observation Third party report
5. Perform post tour activities	Theory: <ul style="list-style-type: none"> • Types of post tour activities • Types of tour reports • Procedure and techniques <ul style="list-style-type: none"> ○ Collection of tour feedback ○ Analysis of tour feedback ○ Implementation of tour report recommendations ○ Closing a tour file Practice:	Oral Observation Written Third party report

	<ul style="list-style-type: none"> • Prepare tour feedback collection tool(questionnaire) • Analyse questionnaires • Prepare a tour 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"> • Computers • Reservation systems • Telephones • Maps • Sample tour files • Office stationery • List of tariffs • List of suppliers • Sample contracts • Sample tour reports • Sample tour package information • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards 	<ul style="list-style-type: none"> • Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES 	<ul style="list-style-type: none"> • Customer feedback systems • Emergency contact list • Standard operating procedures • Tour vehicles • Sample accounting documents • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002] kits
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