

MANAGE TOUR AND TRAVEL PRODUCT QUALITY

UNIT CODE: TO/OS/TM/CR/07/6

Unit Description

This unit describes the competencies required to manage tour and travel product quality. It involves identifying available tour and travel product standards, controlling tour product standards, resolving tour and travel service problems and documenting tour and travel product quality management activities. It also entails implementing recommendations of the tour and travel product quality management report.

It applies in the Tourism and Travel 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 italicized terms are elaborated in the Range</i>
1. Identify available tour and travel product standards	1.1. <i>Tourism and travel suppliers</i> are identified based on customers' needs and quality standards of the organizations'

	<p>1.2. Characteristics of the tourism and travel product are identified as per supplier specifications</p> <p>1.3. Components of the tourism and travel product are defined based on suppliers' terms and conditions or contracts</p> <p>1.4. Organizations' set product standards are benchmarked against best practice</p> <p>1.5. Organizations' established standards are communicated internally and externally, as per the organisation's communication policy</p>
<p>2. Control tour and travel product standards</p>	<p>2.1. Risks to product standard delivery are identified and rated as per potential impact</p> <p>2.2. Mechanisms for quality control are put in place in-line with the organisation's quality standards</p> <p>2.3. Organizations feedback gathering systems are established in-line with organisations' policy</p> <p>2.4. Product standards are reviewed to ensure conformity with organisations' standards and industry best practices</p>
<p>3. Resolve tour and travel service problems</p>	<p>3.1. Actual and potential service problems are identified, analysed and prioritized in-line with the organisation's quality standards</p>

	<p>3.2. A service problem reporting system is established and communicated in-line with the organisation's quality standards and communication policy</p> <p>3.3. Changes in internal and external conditions, which may impact service delivery, are addressed in-line with the organisation's quality standards</p> <p>3.4. Action is taken to resolve service problems in-line with the organisation's quality standards and SOPs</p> <p>3.5. Product quality management report is prepared and disseminated as per SOPs</p>
<p>4. Document and action tour and travel product quality management activities</p>	<p>4.1. Tour and travel product quality management reports are prepared as per SOPs</p> <p>4.2. Recommendations in tour and travel product quality management reports are acted upon based on marketing strategy and SOPs</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 May include but is not limited to:
1. Tourism and travel product characteristics	1.1. Composite product 1.2. Impact of demand patterns on supply 1.3. Intangible 1.4. Lack of ownership 1.5. Variability 1.6. Unstable demand 1.7. Perishability 1.8. Psychological customer satisfaction derives from experience of using the product
2. Components of the tourism and travel product	2.1. Accommodation 2.2. Transportation 2.3. Attractions 2.4. Tours 2.5. Dining 2.6. Entertainment 2.7. Ancillary services
3. Tourism and travel suppliers	3.1. Hospitality (accommodation providers, caterers) 3.2. Other suppliers: insurance companies airlines, care hire, cruise ship, trains, GDS (Global Distribution Systems), ferry, coach and coach tour operators, car/vehicle rental companies
4. Risks to product	4.1. Miscommunication 4.2. Lack of attention to details

standard delivery	4.3. Delayed flights 4.4. Bad weather 4.5. Incompetent staff
5. Feedback gathering systems	5.1. Guest feedback forms 5.2. Field staff reports 5.3. Supplier reports 5.4. Website based feedback 5.5. Face-to-face
6. Mechanisms for quality control	6.1. SOPs 6.2. Supervision 6.3. Capacity building 6.4. Employee recognition 6.5. Motivation

Required Skills and Knowledge

Required Skills

- Communication
- Inter-personal relationship
- Risk assessment
- Analytical
- Decision making
- Problem solving
- ICT skills
- Negotiation
- Report writing
- Organizational
- Leadership

- Teamwork
- Planning
- Control
- Numeracy

Required Knowledge

- Tourism destination knowledge
- Quality control systems
- Legal aspects of tourism
- Components of tourism products
- Range of tourism suppliers
- Customer knowledge
- Service standards
- Feedback mechanisms

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Evidence Guide

<p>1. Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <ol style="list-style-type: none"> 1.1. Identified tourism and travel suppliers correctly 1.2. Demonstrated understanding of characteristics of the tourism product 1.3. Correctly defined components of the tourism and travel product 1.4. Demonstrated understanding of organization's product standards
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	<p>1.5. Effectively communicated organization's established standards internally and externally</p> <p>1.6. Identified and rated risks to travel product standard delivery appropriately</p> <p>1.7. Established mechanisms for quality control</p> <p>1.8. Established organization's feedback gathering systems</p> <p>1.9. Reviewed product standards appropriately</p> <p>1.10. Identified, analysed and prioritized actual and potential travel service problems effectively</p> <p>1.11. Established and communicated a travel service problem reporting system effectively</p> <p>1.12. Addressed changes in internal and external conditions appropriately</p> <p>1.13. Resolved travel service problems effectively</p> <p>1.14. Prepared and disseminated travel product quality management report</p>
<p>2. Resource Implications</p>	<p>2.1. A functional tour operations office</p> <p>2.2. A fully equipped simulated tour operations training office</p>

<p>3. Methods of Assessment</p>	<p>Competency may be assessed through:</p> <ul style="list-style-type: none"> 3.1. Verbal questioning 3.2. Project 3.3. Observation 3.4. Third party report 3.5. Interview 3.6. Written test
<p>4. Context of Assessment</p>	<p>Competency may be assessed individually:</p> <ul style="list-style-type: none"> 4.1. On-the-job 4.2. Off-the-job 4.3. Workplace experience
<p>5. Guidance information for Assessment</p>	<p>This unit may be assessed on an integrated basis with others within this occupational sector.</p>

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