

CORE UNITS OF LEARNING

DEVELOP TOUR PACKAGES

UNIT CODE: TO/OS/TM/CR/01/6

Unit Description

This unit describes the competencies required to develop tour packages. It involves identifying customer tour requirements and matching them with established suppliers' contracts, developing tour itineraries and documenting tour packages and itineraries.

It applies in the Tourism 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 customers' tour requirements	1.1. Customer contact is established in accordance with SOPs 1.2. <i>Customer tour requirements</i> are identified and confirmed as per SOPs

	1.3. Customer information and identified requirements are recorded as per SOPs
2. Match customer tour requirements with established suppliers' contracts	<p>2.1. Suitable tour components are identified based on customer's requirements and workplace products</p> <p>2.2. Supplier contracts are negotiated as SOPs</p> <p>2.3. Customer tour requirements are matched with available supplier products and services as per SOPs</p>
3. Develop tour itinerary	<p>3.1. Tour itineraries are designed based on customer preferences and SOPs</p> <p>3.2. Tour packages are costed based on itinerary designed</p> <p>3.3. Terms and conditions of the tour are identified and communicated as per supplier and SOPs</p> <p>3.4. Tour requirements are communicated to customers as per SOPs</p> <p>3.5. Tour proposal is provided to customer for consideration as per SOPs</p>
4. Document tour packages and itineraries	<p>4.1. Tour package development report is prepared as per SOPs</p> <p>4.2. Developed tour packages and itineraries are documented and disseminated to implementers as per SOPs</p>

5. Manage tour package feedback	5.1. Internal <i>feedback mechanisms</i> are developed as per the SOPs 5.2. <i>Performance indicators</i> are identified as per the SOPs 5.3. Feedback is evaluated as per the SOPs 5.4. Feedback is disseminated to implementers as per the SOPs
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Range

This section provides work environment and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range May include but is not limited to:
1. Contact methods	1.1. Face-to-face 1.2. Telephone 1.3. Electronic (WhatsApp business) 1.4. Questionnaires
2. Customer tour requirements	2.1. Preferences 2.2. Budget
3. Customer information	3.1. Nationality 3.2. Demographics 3.3. Number 3.4. Type
4. Tour components	4.1. Accommodation 4.2. Transport 4.3. Attractions

	4.4. Entertainment
5. Supplier products	5.1. Accommodation 5.2. Transport 5.3. Attractions 5.4. Entertainment
6. Tour itineraries	6.1. Customized 6.2. Standardized 6.3. Individual 6.4. Group
7. Tour packages	7.1. Exclusive tours 7.2. Special interest tours 7.3. Regular departure tours
8. Terms and conditions	8.1. Payment 8.2. Reservations 8.3. Insurance 8.4. Suppliers
9. Feedback	9.1. Tour cost 9.2. Reservation status 9.3. Itinerary
10. Tour proposal	10.1. Itinerary 10.2. Cost 10.3. Terms and conditions
11. Feedback mechanisms	11.1. Questionnaire 11.2. Website review area 11.3. Face-to-face 11.4. Review applications (apps)

12. Performance indicators	12.1. Meet-and-greet 12.2. Airport transfer 12.3. Vehicle cleanliness 12.4. Front office reception 12.5. Room quality 12.6. Flight experience 12.7. Food quality 12.8. Housekeeping and laundry quality 12.9. Food and beverage service
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Required Skills and Knowledge

Required Skills

- Communication
- Numeracy
- Inter-personal
- Selling
- Marketing
- Research
- Problem solving
- Critical thinking
- Organisation
- Technological
- Negotiation

Required Knowledge

- Attractions
- Product knowledge

- Reservations
- Tour costing
- Market segmentation
- Customer analysis
- Law of contract
- Passenger transport
- Local destinations
- Research methods
- Marketing
- Travel knowledge
- Proposal writing

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. Established customer contacts appropriately 1.2. Identified and confirmed customer tour requirements correctly 1.3. Recorded customer information and identified tour requirements correctly 1.4. Appropriately identified tour components matching customer requirements 1.5. Matched customer tour requirements with available supplier products and services correctly
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	<p>1.6. Designed tour itineraries appropriately</p> <p>1.7. Costed the designed tour packages correctly</p> <p>1.8. Appropriately established terms and conditions of the tour</p> <p>1.9. Provided timely feedback to customer for consideration</p> <p>1.10. Booked customer's tour</p> <p>1.11. Effectively communicated tour requirements to customer</p> <p>1.12. Prepared tour package development report appropriately</p> <p>1.13. Documented and disseminated developed tour packages and itineraries to implementers</p> <p>1.14. Developed internal feedback mechanisms as per the SOPs</p> <p>1.15. Identified performance indicators as per the SOPs</p> <p>1.16. Evaluated feedback</p> <p>1.17. Disseminated feedback to implementers</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>
3. Methods of Assessment	<p>Competence in this unit may be assessed through:</p> <p>3.1. Observation</p>

	<ul style="list-style-type: none"> 3.2. Written tests 3.3. Projects 3.4. Oral tests 3.5. Portfolio 3.6. Case study 3.7. Third party report/Witness testimony
4. Context of Assessment	<p>Competence may be assessed:</p> <ul style="list-style-type: none"> 4.1. On-the-job 4.2. Off-the-job 4.3. During workplace attachment/experience
5. Guidance information for Assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>