

DEVELOP TRAVEL PACKAGES

UNIT CODE: TO/OS/TM/CR/02/6

Unit Description

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

It applies in the 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 customer travel requirements	1.1. <i>Customer contact</i> is established in accordance with SOPs 1.2. <i>Customer travel requirements</i> are identified and confirmed as per SOPs 1.3. <i>Customer information</i> and identified requirements are recorded as per SOPs

<p>2. Match customer requirements with established suppliers' contracts</p>	<p>2.1. Travel components are identified based on customer's requirements and available travel products</p> <p>2.2. Supplier contracts are negotiated as per SOPs</p> <p>2.3. Customer travel requirements are matched with available supplier products and services as per SOPs</p>
<p>3. Develop travel itinerary</p>	<p>3.1. Travel itineraries are designed based on customer preferences and SOPs</p> <p>3.2. Travel packages are costed based on itinerary designed</p> <p>3.3. Terms and conditions of the travel are identified and communicated as per supplier and SOPs</p> <p>3.4. Travel requirements are communicated to customers as per SOPs</p> <p>3.5. Travel proposal is provided to customer for consideration as per SOPs</p> <p>3.6. Travel services are booked as per SOPs</p>
<p>4. Document travel packages and itineraries</p>	<p>4.1. Travel package development report is prepared as per SOPs</p> <p>4.2. Developed travel packages and itineraries are documented and disseminated to implementers as per SOPs</p>

5. Manage travel 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
-----------------------------------	--

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, mobile applications) 1.4. Questionnaires 1.5. Websites
2. Customer travel requirements	2.1. Preferences 2.2. Budget 2.3. Type of travel package 2.4. Means of travel 2.5. Budget preferences 2.6. Travel objectives

3. Customer information	<ul style="list-style-type: none"> 3.1. Nationality 3.2. Demographics 3.3. Number 3.4. Type
4. Supplier travel components	<ul style="list-style-type: none"> 4.1. Car hire 4.2. Air travel class of service 4.3. Tours 4.4. Accommodation 4.5. Cruise travel 4.6. Entertainment 4.7. Rail transport
5. Supplier products	<ul style="list-style-type: none"> 5.1. Accommodation 5.2. Transport 5.3. Attractions 5.4. Entertainment
6. Travel itineraries	<ul style="list-style-type: none"> 6.1. Customized 6.2. Standardized 6.3. Individual 6.4. Group 6.5. One-way 6.6. Return 6.7. Round-the-world trip 6.8. Open-jaw 6.9. Fly 6.10. Cruise
7. Travel packages	<ul style="list-style-type: none"> 7.1. Exclusive 7.2. Group 7.3. Inclusive

	7.4. Special interest 7.5. Incentive
8. Terms and conditions	8.1. Payment 8.2. Reservations 8.3. Insurance 8.4. Suppliers 8.5. Change of reservation policy 8.6. Cancellation
9. Feedback	9.1. Travel 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

Required Skills and Knowledge

Required Skills

- Communication
- Numeracy
- Interpersonal
- 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

easytvet.com

- 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 1.6. Designed tour itineraries appropriately 1.7. Costed the designed tour packages correctly 1.8. Appropriately established terms and conditions of the tour 1.9. Provided timely feedback to customer for consideration 1.10. Booked customer's tour
--	--

	<ul style="list-style-type: none"> 1.11. Effectively communicated tour requirements to customer 1.12. Prepared tour package development report appropriately 1.13. Documented and disseminated developed tour packages and itineraries to implementers 1.14. Developed internal feedback mechanisms as per the SOPs 1.15. Identified performance indicators as per the SOPs 1.16. Evaluated feedback 1.17. Disseminated feedback to implementers
2. Resource Implications	<p>The following resources should be provided for assessment:</p> <ul style="list-style-type: none"> 2.1. Operational tour office 2.2. Learning resource centre 2.3. Computer laboratory
3. Methods of Assessment	<p>Competence in this unit may be assessed through:</p> <ul style="list-style-type: none"> 3.1. Observation 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	Competence may be assessed: 4.1. In an established tour office 4.2. In a simulated workplace setting 4.3. During workplace attachment/experience
5. Guidance information for Assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

easytvvet.com