REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

TOUR AND TRAVEL CONSULTANCY

LEVEL 5

TVET CDACC
P.O. BOX 15745-00100
NAIROBI

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Council Secretary/CEO
TVET Curriculum Development, Assessment and Certification Council
P.O. Box 15745–00100
Nairobi, Kenya
Email: info@tvetcdacc.go.ke

FOREWORD

The provision of quality education and training is fundamental to the Government's overall strategy for social economic development. Quality education and training will contribute to achievement of Kenya's development blueprint and sustainable development goals.

Reforms in the education sector are necessary for the achievement of Kenya Vision 2030 and meeting the provisions of the Constitution of Kenya 2010. The education sector had to be aligned to the Constitution and this resulted to the formulation of the Policy Framework for Reforming Education and Training (Sessional Paper No. 4 of 2016). A key feature of this policy is the radical change in the design and delivery of TVET training. This policy document requires that training in TVET be competency based, curriculum development be industry led, certification be based on demonstration of competence and mode of delivery allows for multiple entry and exit in TVET programmes.

These reforms demand that Industry takes a leading role in curriculum development to ensure the curriculum addresses its competence needs. It is against this background that this curriculum has been developed.

It is my conviction that this curriculum will play a great role towards development of competent human resource for the Tourism and Travel Sector's growth and development.

PRINCIPAL SECRETARY, VOCATIONAL AND TECHNICAL TRAINING MINISTRY OF EDUCATION

PREFACE

Kenya Vision 2030 aims to transform the country into a newly industrializing, "middle-income country providing a high-quality life to all its citizens by the year 2030". Kenya intends to create a globally competitive and adaptive human resource base to meet the requirements of a rapidly industrializing economy through life-long education and training. TVET has a responsibility of facilitating the process of inculcating knowledge, skills and attitudes necessary for catapulting the nation to a globally competitive country, hence the paradigm shift to embrace Competency Based Education and Training (CBET).

The Technical and Vocational Education and Training Act No. 29 of 2013 and Sessional Paper No. 4 of 2016 on Reforming Education and Training in Kenya, emphasized the need to reform curriculum development, assessment and certification. This called for a shift to CBET to address the mismatch between skills acquired through training and skills needed by industry as well as increase the global competitiveness of Kenyan labor force.

TVET Curriculum Development, Assessment and Certification Council (TVET CDACC) in conjunction with Tourism Sector Skills Advisory Committee (SSAC) and Ministry of Tourism have developed this curriculum.

This curriculum has been developed following the CBET framework policy; the CBETA standards and guidelines provided by the TVET Authority and the Kenya National Qualification Framework designed by the Kenya National Qualification Authority.

This curriculum is designed and organized with an outline of learning outcomes; suggested delivery methods, training/learning resources and methods of assessing the trainee's achievement. The curriculum is competency-based and allows multiple entry and exit to the course.

I am grateful to the Council Members, Council Secretariat, Tourism SSAC, expert workers and all those who participated in the development of this curriculum.

Chairperson, TVET CDACC

ACKNOWLEDGMENT

This curriculum has been designed for competency-based training and has independent units of learning that allow the trainee flexibility in entry and exit. In developing the curriculum, significant involvement and support was received from various organizations.

I recognize with appreciation the role of the Tourism Sector Skills Advisory Committee (SSAC) in ensuring that competencies required by the industry are addressed in the curriculum. I also thank all stakeholders in the Tourism and Travel sector for their valuable input and all those who participated in the process of developing this curriculum.

I am convinced that this curriculum will go a long way in ensuring that workers in Tourism and Travel Sector acquire competencies that will enable them to perform their work more efficiently.
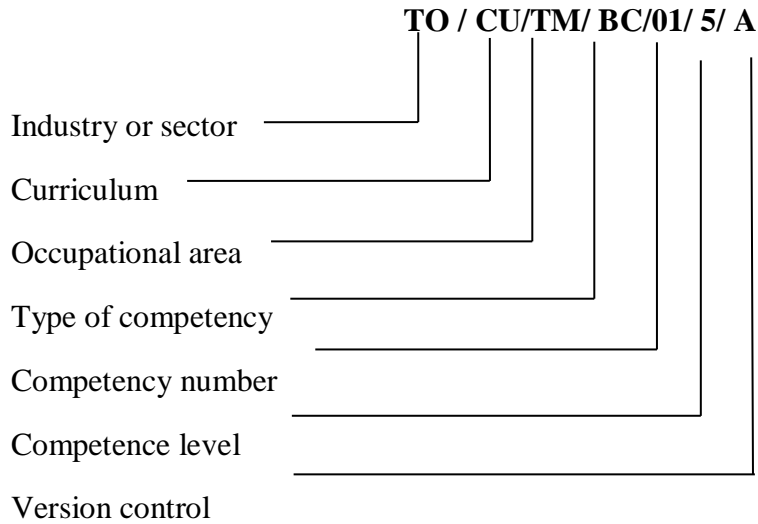
COUNCIL SECRETARY/CEO
TVET CDACC

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ABBREVIATIONS AND ACRONYMS

BC   : Basic Competency
CDACC   : Curriculum Development Assessment and Certification Council
CITES   : Convention on International Trade in Endangered Species
CU   : Curriculum
EMCA   : Environmental Management and Conservation Act
IATA   : International Air Transport Association
ICAO   : International Civil Aviation Organization
KAA   : Kenya Airports Authority
KATA   : Kenya Association of Travel Agents
KCAA   : Kenya Civil Aviation Authority
KCSE   : Kenya Certificate of Secondary Education
KNQA   : Kenya National Qualifications Authority
OSHA   : Occupation Safety and Health Act
PPE   : Personal Protective Equipment
SOPs   : Standard operating procedures
SSAC   : Sector Skills Advisory Committee
TVET   : Technical and Vocational Education and Training

KEY TO UNIT CODE

TO / CU/TM/ BC/01/ 5/ A

Industry or sector

Curriculum

Occupational area

Type of competency

Competency number

Competence level

Version control

COURSE OVERVIEW

Description of the Course

The **tourism and travel consultancy level Five qualification** consists of competencies that a person must achieve to develop tour packages, develop travel packages, manage tour delivery, manage travel service delivery, market tour and travel products, manage customer service, manage tour and travel product quality, manage tour office operations, manage travel office operations and promote sustainable tourism within the institution's/organizations acceptable standard operating procedures (SOPs) and to work as a tour and travel officer, servicing domestic and international clientele in job positions such as travel consultant, tour operator.

Units of Learning

This course consists of basic, core units of learning as indicated below:

Basic Units of Learning

Unit of Learning Code	Unit of Learning Title	Duration in Hours	Credit factor
TO/CU/TM/BC/01/5/A	Demonstrate communication skills	20	2
TO/CU/TM/BC/02/5/A	Demonstrate numeracy skills	40	4
TO/CU/TM/BC/03/5/A	Demonstrate digital literacy	50	5
TO/CU/TM/BC/04/5/A	Demonstrate entrepreneurial skills	80	8
TO/CU/TM/BC/05/5/A	Demonstrate employability skills	40	4
TO/CU/TM/BC/06/5/A	Demonstrate environmental literacy	20	2
TO/CU/TM/BC/07/5/A	Demonstrate occupational safety and health practices	**30**	**3**
Total		**280**	**28**

Core units of learning

Unit of Learning Code	Unit of Learning Title	Duration in Hours	Credit factor
TO/CU/TM/CR/01/5/A	Tour packages development	120	12
TO/CU/TM/CR/02/5/A	Travel packages development	120	12
TO/CU/TM/CR/03/5/A	Tour delivery	100	10
TO/CU/TM/CR/04/5/A	Travel service delivery	100	10
TO/CU/TM/CR/05/5/A	Tour and travel products Marketing	80	8
TO/CU/TM/CR/06/5/A	Customer Service	60	6
TO/CU/TM/CR/07/5/A	Tour Office Operations	70	7
TO/CU/TM/CR/08/5/A	Travel Office Operations	70	7
TO/CU/TM/CR/09/5/A	Tour guiding techniques	150	15
TO/CU/TM/CR/10/5/A	Sustainable tourism	50	50
TO/CU/TM/CR/11/5/A	Industrial attachment	360	36
Total		**1280**	**128**
Grand Total		**1560**	**156**

The total duration of the course is 1560hours.

Entry Requirements

An individual entering this course should have any of the following minimum requirements:

a) Tour or Travel master craft certificate Level 4

Or

b) Kenya Certificate of Secondary Education (KCSE)

Or

c) Equivalent qualifications as determined by Kenya National Qualifications Authority (KNQA)

Trainer qualification

A trainer for this course should have a higher qualification than the level of this course

Assessment

The course will be assessed at two levels: internally and externally. Internal assessment is continuous and is conducted by the trainer who is monitored by an accredited internal verifier while external assessment is the responsibility of TVET CDACC.

Certification

A candidate will be issued with a Record of Achievement for each Unit of Competency. To attain the qualification National Diploma Level 5 Tourism and Travel management, the candidate must demonstrate competence in all the units of competency as given in qualification pack. These certificates will be issued by TVET CDACC in conjunction with training provider.

BASIC UNITS OF LEARNING

COMMUNICATION SKILLS

UNIT CODE: TO/CU/TM/BC/01/5/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Communication Skills

Duration of Unit: 25 hours

Unit Description
This unit covers the competencies required to demonstrate communication skills. It involves meeting communication needs of clients and colleagues, contributing to the development of communication strategies, conducting workplace interviews, facilitating group discussions and representing the organisation.

Summary of Learning Outcomes
1. Meet communication needs of clients and colleagues
2. Contribute to the development of communication strategies
3. Conduct interviews
4. Facilitate group discussions
5. Represent the organization

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Meet communication needs of clients and colleagues	• Communication process • Modes of communication • Medium of communication • Effective communication • Barriers to communication • Flow of communication • Sources of information • Organizational policies • Organization requirements for written and electronic communication methods • Report writing	• Interview • Third party reports • Written texts

Learning Outcome	Content	Methods of assessment
	• Effective questioning techniques (clarifying and probing) • Workplace etiquette • Ethical work practices in handling communication • Active listening • Feedback • Interpretation • Flexibility in communication	
2. Contribute to the development of communication strategies	• Dynamics of groups • Styles of group leadership • Openness and flexibility in communication • Communication skills relevant to client groups	• Written • Observation
3. Conduct interviews	• Types of interview • Establishing rapport • Facilitating resolution of issues • Developing action plans	• Written • Observation
4. Facilitate group discussions	• Identification of communication needs • Dynamics of groups • Styles of group leadership • Presentation of information • Encouraging group members participation • Evaluating group communication strategies	• Written • Observation
5. Represent the organization	• Presentation techniques • Development of a presentation • Multi-media utilization in presentation • Communication skills	• Observation • Written

Learning Outcome	Content	Methods of assessment
	relevant to client groups	

Suggested Methods of Instruction
- Role playing
- Viewing of related videos

Recommended Resources
- Desktop computers/laptops
- Internet connection
- Projectors
- Telephone

NUMERACY SKILLS

UNIT CODE: TO/CU/TM/BC/02/5/A

Relationship to Occupational Standards:
This unit addresses the Unit of Competency: Demonstrate Numeracy Skills

Duration of Unit: 40 hours

Unit Description
This unit covers the competencies required to demonstrate numeracy skills. It involves calculating with whole numbers and familiar fractions, decimals, and percentages for work estimating, measuring, and calculating with routine metric measurements for work, using routine maps and plans for work, interpreting, drawing and constructing 2D and 3D shapes for work, interpreting routine tables, graphs and charts for work, collecting data and constructing routine tables and graphs for work and using basic functions of calculator

Summary of Learning Outcomes

1. Calculate with whole numbers and familiar fractions, decimals and percentages for work
2. Estimate, measure and calculate with routine metric measurements for work
3. Use routine maps and plans for work
4. Interpret, draw and construct 2D and 3D shapes for work
5. Interpret routine tables, graphs and charts for work
6. Collect data and construct routine tables and graphs for work
7. Use basic functions of calculator

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Calculate with whole numbers and familiar fractions, decimals and percentages	• Interpretation of whole numbers, fractions, decimals, percentages and rates • Calculations involving several steps • Calculation with whole numbers and routine or	• Written • Practical test • Observation

Learning Outcome	Content	Methods of assessment
for work	familiar fractions, decimals and percentages • Conversion between equivalent forms of fractions, decimals and percentages • Application of order of operations to solve multi-step calculations • Application of problem solving strategies • Making estimations to check reasonableness of problem solving process, outcome and its appropriateness to the context and task • Use of formal and informal mathematical language and symbolism to communicate the result of a task	
2. Estimate, measure and calculate with routine metric measurements for work	• Selection and interpretation of measurement information in workplace tasks and texts • Identification and selection of routine measuring equipment • Estimation and making measurements using correct units • Estimation and calculation using routine measurements • Performing conversions between routinely used metric units • Using problem solving processes to undertake tasks • Recording information using mathematical language and symbols	• Written • Practical test • Observation

Learning Outcome	Content	Methods of assessment
3. Use routine maps and plans for work	• Identification of features in routine maps and plans • Symbols and keys used in routine maps and plans • Identification and interpretation of orientation of map to North • Demonstrate understanding of direction and location • Apply simple scale to estimate length of objects, or distance to location or object • Give and receive directions using both formal and informal language	• Written • Practical test • Observation
4. Interpret, draw and construct 2D and 3D shapes for work	• Identify two dimensional shapes and routine three-dimensional shapes in everyday objects and in different orientations • Explain the use and application of shapes • Use formal and informal mathematical language and symbols to describe and compare the features of two-dimensional shapes and routine three-dimensional shapes • Identify common angles • Estimate common angles in everyday objects • Use formal and informal mathematical language to describe and compare common angles • Use common geometric instruments to draw two	• Written • Practical test • Observation

Learning Outcome	Content	Methods of assessment
	dimensional shapes • Construct routine three-dimensional objects from given nets	
5. Interpret routine tables, graphs and charts for work	• Identify routine tables, graphs and charts in predominately familiar texts and contexts • Identify common types of graphs and their different uses • Identify features of tables, graphs and charts • Locate specific information • Perform calculations to interpret information • Explain how statistics can inform and persuade • Identify misleading statistical information • Discuss information relevant to the workplace	• Oral • Written • Practical test • Observation
6. Collect data and construct routine tables and graphs for work	• Identify features of common tables and graphs • Identify uses of **different tables and graphs** • Determine data and variables to be collected • Determine audience • Select a method to collect data • Collect data • Collate information in a table • Determine suitable scale and axes • Draft and draw graph to present information • Check that data meets the expected results and context • Report or discuss information	• Written • Practical test • Observation

Learning Outcome	Content	Methods of assessment
	using formal and informal mathematical language	
7. Use basic functions of calculator	• Identify and use keys for basic functions on a calculator • Calculate using whole numbers, money and routine decimals and percentages • Calculate with routine fractions and percentages • Apply order of operations to solve multi-step calculations • Interpret display and record result • Make estimations to check reasonableness of problem solving process, outcome and its appropriateness to the context and task • Use formal and informal mathematical language and appropriate symbolism and conventions to communicate the result of the task	• Written • Practical test • Observation

Suggested Methods of Instruction

- Demonstrations
- Role playing
- Viewing of related videos
- Discussion
- Assignments

Recommended resources

- Calculators
- Basic measuring instruments

DIGITAL LITERACY

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

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Digital Literacy

Duration of Unit: 45 hours

Unit Description
This unit covers the competencies required to demonstrate digital literacy. It involves identifying appropriate computer software and hardware, applying security measures to data, hardware, software in automated environment, applying computer software in solving tasks, applying internet and email in communication at workplace, applying desktop publishing in official assignment and preparing presentation packages.

Summary of Learning Outcomes
1. Identify computer software and hardware
2. Apply security measures to data, hardware, software in automated environment
3. Apply computer software in solving tasks
4. Apply internet and email in communication at workplace
5. Apply desktop publishing in official assignments
6. Prepare presentation packages

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Identify computer hardware and software	• Concepts of ICT • Functions of ICT • History of computers • Components of a computer • Classification of computers	• Written tests • Oral presentation • Observation
2. Apply security measures to data, hardware and software	• Data security and control • Security threats and control measures • Types of computer crimes • Detection and protection against computer crimes	• Written tests • Oral presentation • Observation • Project

		• Laws governing protection of ICT		
3.	Apply computer software in solving tasks	• Operating system • Word processing • Spread sheets • Data base design and manipulation • Data manipulation, storage and retrieval	• Oral questioning • Observation • Project	
4.	Apply internet and email in communication at workplace	• Computer networks • Network configurations • Uses of internet • Electronic mail (e-mail) concept	• Oral questioning • Observation • Oral presentation • Written report	
5.	Apply desktop publishing in official assignments	• Concept of desktop publishing • Opening publication window • Identifying different tools and tool bars • Determining page layout • Opening, saving and closing files • Drawing various shapes using DTP • Using colour pellets to enhance a document • Inserting text frames • Importing and exporting text • Object linking and embedding • Designing of various publications • Printing of various publications	• Oral questioning • Observation • Oral presentation • Written report • Project	
6.	Prepare presentation packages	• Types of presentation packages • Procedure of creating slides • Formatting slides • Presentation of slides • Procedure for editing objects	• Oral questioning • Observation • Oral presentation • Written report • Project	

Suggested Methods of Instruction
- Demonstration
- Viewing of related videos

- Discussions
- Assignments
- Direct instructions

Recommended Resources
- Computers
- Other digital devices
- Printers
- Storage devices
- Internet access
- Computer software

ENTREPRENEURIAL SKILLS

UNIT CODE: TO/CU/TM/BC/04/5/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Demonstrate Entrepreneurship

Duration of unit: 70 hours

Unit Description

This unit covers the competencies required to demonstrate understanding of entrepreneurship. It involves demonstrating understanding of an entrepreneur, entrepreneurship and self-employment. It also involves identifying entrepreneurship opportunities, creating entrepreneurial awareness, applying entrepreneurial motivation and developing business innovative strategies.

Summary of Learning Outcomes

1. Demonstrate understanding of an entrepreneur
2. Demonstrate knowledge of entrepreneurship and self-employment
3. Identify entrepreneurship opportunities
4. Create entrepreneurial awareness
5. Apply entrepreneurial motivation
6. Develop innovative business strategies
7. Develop Business plan

Learning Outcome	Content	Methods of assessment

1. Demonstrate knowledge of entrepreneurship and self-employment	• Importance of self-employment • Requirements for entry into self-employment • Role of an Entrepreneur in business • Contributions of Entrepreneurs to National development	• Individual/group assignments • Projects • Written tests • Oral questions • Third party report
2. Identify entrepreneurship opportunities	• Business ideas and opportunities • Sources of business ideas • Business life cycle • Legal aspects of business • Assessment of product demand • Business environment • Factors to consider when evaluating business environment	• Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
3. Create entrepreneurial awareness	• Forms of businesses • Sources of business finance • Factors in selecting source of business finance • Governing policies on Small Scale Enterprises (SSEs) • Problems of starting and operating SSEs	• Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
4. Apply entrepreneurial motivation	• Internal and external motivation • Motivational theories • Self-assessment • Entrepreneurial orientation • Effective communications in entrepreneurship • Principles of communication • Entrepreneurial motivation	• Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews

5. Develop business innovative strategies	• Innovation in business • Small business Strategic Plan • Creativity in business development • Linkages with other entrepreneurs • ICT in business growth and development	• Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews
6. Develop Business Plan	• Business description • Marketing plan • Organizational/Management • plan • Production/operation plan • Financial plan • Executive summary • Presentation of Business Plan	• Case studies • Individual/group assignments • Projects • Written tests • Oral questions • Third party report • Interviews

Suggested Methods of Instruction

- Direct instruction
- Project
- Case studies
- Field trips
- Discussions
- Demonstration
- Question and answer
- Problem solving
- Experiential
- Team training

Recommended Resources

- Case studies
- Business plan templates
- Computers
- Overhead projectors

- Internet
- Mobile phone
- Video clips
- Films
- Newspapers and Handouts
- Business Journals
- Writing materials

EMPLOYABILITY SKILLS

UNIT CODE: TO/CU/TM/BC/05/5/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Employability Skills

Duration of Unit: 50 hours

Unit Description
This unit covers competencies required to demonstrate employability skills. It involves conducting self-management, demonstrating interpersonal communication, critical safe work habits, leading a workplace team, planning and organizing work, maintaining professional growth and development, demonstrating workplace learning, problem solving skills and managing workplace ethics.

Summary of Learning Outcomes
1. Conduct self-management
2. Demonstrate interpersonal communication
3. Demonstrate critical safe work habits
4. Lead small teams
5. Plan and organize work
6. Maintain professional growth and development
7. Demonstrate workplace learning
8. Demonstrate problem solving skills
9. Demonstrate workplace ethics

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Conduct self-management	• Self-awareness • Formulating personal vision, mission and goals • Strategies for overcoming life challenges • Emotional intelligence • Assertiveness versus aggressiveness • Expressing personal thoughts, feelings and beliefs	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report

	• Developing and maintaining high self-esteem • Developing and maintaining positive self-image • Articulating ideas and aspirations • Accountability and responsibility • Good work habits • Self-awareness • Self-development • Financial literacy • Healthy lifestyle practices		
2. Demonstrate interpersonal communication	• Meaning of interpersonal communication • Listening skills • Types of audience • Writing skills • Reading skills • Meaning of empathy • Understanding customers' needs • Establishing communication networks • Sharing information	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report
3. Demonstrate critical safe work habits	• Stress and stress management • Punctuality and time consciousness • Leisure • Integrating personal objectives into organizational objectives • Resources utilization • Setting work priorities • HIV and AIDS • Drug and substance abuse • Handling emerging issues	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report
4. Lead a small team	• Leadership qualities • Team building • Determination of team roles and objectives • Team performance indicators • Responsibilities in a team	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report

		• Forms of communication • Complementing team activities • Gender and gender mainstreaming • Human rights • Maintaining relationships • Conflicts and conflict resolution	

5.	Plan and organize work	• Functions of management
		   ✓ Planning
		   ✓ Organizing
		• Time management
		• Decision making process
		• Task allocation
		• Evaluating work activities
		• Resource utilization
		• Problem solving
		• Collecting and organising information
			• Written tests
			• Oral questioning
			• Interviewing
			• Portfolio of evidence
			• Third party report

6.	Maintain professional growth and development	• Opportunities for professional growth • Assessing training needs • Licenses and certifications for professional growth and development • Pursuing personal and organizational goals • Identifying work priorities • Recognizing career advancement	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report
7.	Demonstrate workplace learning	• Managing own learning • Contributing to the learning community at the workplace • Cultural aspects of work • Variety of learning context • Application of learning • Safe use of technology • Identifying opportunities • Generating new ideas • Workplace innovation • Performance improvement	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report

	• Handling emerging issues • Future trends and concerns in learning	
8. Demonstrate problem solving skills	• Problem identification • Problem solving • Application of problem-solving strategies • Resolving customer concerns	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report
9. Demonstrate workplace ethics	• Meaning of ethics • Ethical perspectives • Principles of ethics • Values and beliefs • Ethical standards • Organization code of ethics • Common ethical dilemmas • Organization culture • Corruption, bribery and conflict of interest • Privacy and data protection • Diversity, harassment and mutual respect • Financial responsibility/accountability • Etiquette • Personal and professional integrity • Commitment to jurisdictional laws • Emerging issues in ethics	• Written tests • Oral questioning • Interviewing • Portfolio of evidence • Third party report

Suggested Methods of Instruction

- Demonstrations
- Simulation/Role play
- Discussion
- Presentations
- Case studies
- Q&A

Recommended Resources

- Computers
- Stationery
- Charts
- Video clips
- Audio tapes
- Radio sets
- TV sets
- LCD projectors

ENVIRONMENTAL LITERACY

UNIT CODE: TO/CU/TM/BC/06/5/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Environmental Literacy

Duration of Unit: 25 hours

Unit Description
This unit describes the competencies required to demonstrate understanding of environmental literacy. It involves controlling environmental hazard, controlling control environmental pollution, complying with workplace sustainable resource use, evaluating current practices in relation to resource usage, identifying environmental legislations/conventions for environmental concerns, implementing specific environmental programs and monitoring activities on environmental protection/programs.

Summary of Learning Outcomes
1. Control environmental hazards
2. Control environmental Pollution
3. Demonstrate sustainable use of resource
4. Evaluate current practices in relation to resource usage
5. Identify Environmental legislations/conventions for environmental concerns
6. Implement specific environmental programs
7. Monitor activities on Environmental protection/Programs

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Control environmental hazards	- Purposes and content of Environmental Management and Coordination Act 1999 - Purposes and content of Solid Waste Act - Storage methods for environmentally hazardous materials - Disposal methods of hazardous wastes - Types and uses of PPE in line with environmental regulations - Occupational Safety and Health Standards (OSHS)	- Written test - Oral questions - Observation

2. Control environmental Pollution control	• Types of pollution • Environmental pollution control measures • Types of solid wastes • Procedures for solid waste management • Different types of noise pollution • Methods for minimizing noise pollution	• Written test • Oral questions • Observation
3. Demonstrate sustainable resource use	• Types of resources • Techniques in measuring current usage of resources • Calculating current usage of resources • Methods for minimizing wastage • Waste management procedures • Principles of 3Rs (Reduce, Reuse, Recycle) • Methods for economizing or reducing resource consumption	• Written test • Oral questions • Observation
4. Evaluate current practices in relation to resource usage	• Collection of information on environmental and resource efficiency systems and procedures, • Measurement and recording of current resource usage • Analysis and recording of current purchasing strategies. • Analysis of current work processes to access information and data • Identification of areas for improvement	• Written test • Oral questions • Observation
5. Identify Environmental legislations/conventions for environmental concerns	• Environmental issues/concerns • Environmental legislations /conventions and local ordinances • Industrial standard /environmental practices • International Environmental Protocols (Montreal, Kyoto) • Features of an environmental strategy	• Written questions • Oral questions • Observation
6. Implement specific environmental	• Community needs and expectations • Resource availability • 5 s of good housekeeping	• Written questions • Oral

programs	• Identification of programs/Activities • Setting of individual roles /responsibilities • Resolving problems /constraints encountered • Consultation with stakeholders	questions • Observation
7. Monitor activities on Environmental protection/Programs	• Periodic monitoring and Evaluation of activities • Gathering feedback from stakeholders • Analysing data gathered • Documentation of recommendations and submission • Setting of management support systems to sustain and enhance the program • Monitoring and reporting of environmental incidents to concerned /proper authorities	• Oral questions • Written tests • Practical test • Observation

Suggested Methods of Instruction
- Instructor led facilitation of theory
- Demonstration by trainer
- Viewing of related videos
- Project
- Assignements
- Role play

Recommended Resources
- Standard operating and/or other workplace procedures manuals
- Specific job procedures manuals
- Environmental Management and Coordination Act 1999
- Machine/equipment manufacturer's specifications and instructions
- Personal Protective Equipment (PPE)
- ISO standards
- Ccompany environmental management systems (EMS)
- Montreal Protocol
- Kyoto Protocol

OCCUPATIONAL SAFETY AND HEALTH PRACTICES

UNIT CODE: TO/CU/TM/BC/07/5/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Demonstrate Occupational Safety and Health Practices

Duration of Unit: 25 hours

Unit Description
This unit specifies the competencies required to identify workplace hazards and risk, identify and implement appropriate control measures and implement OSH programs, procedures and policies/ guidelines

Summary of Learning Outcomes
1. Identify workplace hazards and risk
2. Control OSH hazards
3. Implement OSH programs

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Identify workplace hazards and risks	- Identification of hazards in the workplace and/or the indicators of their presence - Evaluation and/or work environment measurements of OSH hazards/risk existing in the workplace is conducted by - Authorized personnel or agency - Gathering of OHS issues and/or concerns raised	- Oral questions - Written tests - Portfolio of evidence - Third party report
2. Control OSH hazards	Prevention and control measures, including use of PPE (personal protective equipment) for specific hazards are	- Oral questions - Written tests - Portfolio of evidence

	identified and implemented • Appropriate risk controls based on result of OSH hazard evaluation is recommended • Contingency measures, including emergency procedures during workplace incidents and emergencies are recognized and established in accordance with organization procedures	• Third party report	
3. Implement OSH programs	• Providing information to work team about company OHS program, procedures and policies/guidelines • Participating in implementation of OSH procedures and policies/ guidelines • Training of team members and advice on OSH standards and procedures • Implementation of procedures for maintaining OSH-related records	• Oral questions • Written tests • Portfolio of evidence • Third party report	

Suggested Methods of Instruction
- Assigments
- Discussion
- Q&A
- Role play
- Viewing of related videos

Recommended Resources
- Standard operating and/or other workplace procedures manuals
- Specific job procedures manuals
- Machine/equipment manufacturer's specifications and instructions
- Personal Protective Equipment (PPE) e.g.
  - Mask
  - Face mask/shield
  - Safety boots

- Safety harness
- Arm/Hand guard, gloves
- Eye protection (goggles, shield)
- Hearing protection (ear muffs, ear plugs)
- Hair Net/cap/bonnet
- Hard hat
- Face protection (mask, shield)
- Apron/Gown/coverall/jump suit
- Anti-static suits
- High-visibility reflective vest

CORE UNITS OF LEARNING

TOUR PACKAGE DEVELOPMENT

UNIT CODE: TO/CU/TM/CR/01/5/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Develop tour packages

Duration of Unit: 120 hours

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, documenting tour packages and itineraries and supervising tour package feedback.

Summary of Learning Outcomes
1. Identify customer tour requirements
2. Match customer tour requirements with established suppliers' contracts
3. Develop tour itinerary
4. Document tour packages and itineraries
5. Supervise tour package Feedback

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment

1. Identify customer tour requirements	Theory:
	• Basic tourism concepts
	• Natural history of Flora and fauna
	• Customer care service
	    o Customer profiles development
	    o Establishment of customer contact
	• Tour operations techniques
	• Tourism geography
	• History and culture of people of east Africa.
	• Tourism product development
	• Reservations systems
	• Tourism marketing
	• Legal issues in tours
		Observation
		
		Written
		
		Oral
		
		Third party report

		Theory:	Observation
		• Transport and tours	
		• Destination management	
		• Research methods	
		• Principles of management	
		• Public relations	
		• Customer profiles development	
		• Establishment of customer contact	
		Practical:	
		• Create customer profiles	
		• Respond to customer inquiries	

2.	Match customer tour requirements with established suppliers' contracts	Theory:
		• Documentation of components tour products
		    o Attractions
		    o Activities
		    o Accommodation
		    o Accessibility
		    o Amenities/ancillary services
		• Tourism product diversification and value addition
		• Negotiating and contracting with suppliers
		    o Law of contract
		    o Contract rates
		    o Quality of service
		    o Duration of contracts
		Practice:
		• Generate list of components of the tourism product in different tourist circuits in Kenya
		• Research on different tariffs and rates for tourism services
		• Matching customer tour requirements with supplier products
			Observation
			
			Written
			
			Oral
			
			Third party report

3.	Develop tour itinerary	Theory:
		• Tourist circuits
		• Tour itinerary
		    o Types of tour itineraries
		    o Sources of information for
			Written
			Oral
			Observation
			
			Third party

		itineraries	report
		○ Factors to consider in developing tour itineraries ○ Development of itineraries - Tour costing ○ Tour cost concept ○ Types of costs ○ Elements of tour costing ○ Factors determining tour costing ○ Inclusions and exclusions in tour costing ○ Items to be included in a tour cost ○ Items not to be included in a tour cost ○ Conditions for tour payments - Communication of the tour cost offer Practice: - Design itineraries - Cost tour packages - Compile tour terms and conditions - Communicate tour package offers	
4. Document tour packages and itineraries	Theory: - Concept of tour package - Types of tour packages - Concepts of report - Types of report - Components of a tour package report - Dissemination of tour report Practice: - Develop tour reports for specified periods	Oral Observation Written Third party report	
4. Supervise tour package Feedback	- Concept of feedback - Types of feedback techniques - Feedback performance indicators - Feedback evaluation	Oral Observation Written	

	• Feedback dissemination
	• Feedback implementers
	Practice:
	    • Undertake personal observation on performance of tasks
	    • Carry out surveys on tourism product
		Third party report

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

• Computers • Reservation systems • Telephones • Maps • Sample tour brochures • Sample itineraries • Office stationery • List of tarrifs • Standard operating procedures • List of suppliers • Sample contracts	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • TRA regulations • EMCA 1999	• Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]

TRAVEL PACKAGE DEVELOPMENT

UNIT CODE: TO/CU/TM/CR/02/5/A

Relationship to Occupational Standards
This unit addresses the unit of competency: Develop travel packages

Duration of Unit: 120 hours

Unit Description
This unit describes the competencies required to develop travel packages. It involves identifying customer travel requirements and matching them with established suppliers' contracts, developing travel itineraries, documenting travel packages and itineraries and supervising travel package feedback

Summary of Learning Outcomes
1. Identify customer travel requirements
2. Match customer travel requirements with established suppliers' contracts
3. Develop travel itinerary
4. Document travel itineraries
5. Supervise travel package feedback

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Identify customer travel requirements	Theory: • Definition of terms • Travel agency techniques • Travel stakeholder organizations • Travel geography • Travel destinations, attractions and facilities • IATA Regulations • Legal aspects of travel • Travel formalities • Types of travel documents • Air fare and ticketing • 3 letter city and airport codes	Observation Written Oral Third party report

	• Customer contact
	    o Procedures and processes involved in establishing customer contact.
	    o Reservation systems
	    o Modes of payment
	    o Sections of an airport
	    o Airport activities
	    o Airport facilities
	Practical:
	• Establish customer contact
	• Identify customers travel requirements
	• Create customer profiles
	• Locate travel destination		

2. Match customer travel requirements with established suppliers' contracts	Theory:
	• Identification of travel components
	    o Modes and means of transport
	• Documentation of components of travel products
	    o Attraction
	    o Accessibility
	    o Accommodation
	    o Amenities/ ancillary services
	    o Activities
	• Travel supplier products
	• Travel distribution systems
	    o Meaning of travel distribution systems
	    o Principals of travel distribution systems
	    o Functions of a travel distribution system
	• Negotiation and contracting with travel suppliers
	    o Air fares and tickets
	    o The law of contract
	    o Contact rates
	    o Quality of service and duration
		Observation
		
		Written
		
		Oral
		
		Third party report	

	of contracts
	• Matching customer requirements with travel supplier products
	    o Needs and wants
	    o Types of travellers
	    o Motivation for travel
	    o Classes of travel(Economy , Business, First class)
	    o Class of accommodation(tariffs , modes of payment)
	Practical:
	• Identify customer travel requirements
	• Classify travellers
	• Develop accommodation charts
	• Develop travel contracts	

3. Develop travel itinerary	Theory:
	• Travel itineraries
	    o Types of travel itineraries
	    o Sources of information for travel itineraries
	    o Factors to consider when developing travel itineraries
	    o Development of travel itineraries
	• Costing travel packages
	    o Travel cost concept
	    o Types of travel costs
	    o Elements of a travel cost
	    o Factors determining travel cost
	    o Items to be included in travel costs
	    o Items not to be included in travel costs
	    o Conditions for travel payments
	• Terms and conditions of travel
	• Communication of travel offer
	Practical:
	• Develop travel itineraries
	• Price travel packages
		Written
		Oral
		Observation
		
		Third party report

		• Interpreting terms and conditions • Respond to client enquiries • Reserve travel services • Communicate a travel offer	
4.	Document travel itineraries	Theory: • Concept of travel package • Types of travel packages • Concept of travel report • Types of travel reports • Components of a travel package report • Dissemination of a travel report Practical: • Develop travel reports for specified periods	Oral Observation Written Third party report
5.	Supervise travel package feedback	• Concept of feedback • Types of feedback techniques • Feedback performance indicators • Feedback evaluation • Feedback dissemination • Feedback implementers Practice: • Undertake personal observation on performance of tasks • Carry out surveys on travel product	Oral Observation Written Third party report

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

• Computers • Reservation systems • Telephones • Maps	• Sample contracts • Office stationery • List of suppliers • Standard operating	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety

• Sample travel tariffs • Sample timetables • Sample itineraries • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	procedures • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA code of ethics and practice • CITES regulations	and Health Act, 2007 • Cosumer protection Act 2012 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]

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	Theory:
	• Principles of selling
	• Tour product knowledge
	• Types of tour packages
	• Procedure for handling client's enquiries, complaints and conflicts
	• Preparing and implementation tour contracts
	    ○ 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

		Practical: • Sell tour package to a client • Respond to client enquiries • Open a tour file	
2. Supervise customer's reservations	Theory: • 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 Practice: • Make a reservation for a customer • Communicate reservation feedback		Observation Written Oral Third party report
3. Organize tour file	Theory: • 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		Observation Written Oral Third party report

	• Confirmation of all tour bookings Practice: • Open and organize a tour file		

4. Implement tour itinerary	Theory:
	• Stages of tour itinerary implementation
	• Staff involved in tour delivery , attributes and their roles
	• Tour commentaries
	     ○ Types of tour commentaries
	     ○ Meaning a tour commentary
	     ○ Procedures involved in preparation of tour commentary
	     ○ Procedure for implementing a tour commentary
	• Tour interpretation
	     ○ 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:
	• 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:
	• Types of post tour activities
	• Types of tour reports
	• Procedure and techniques
	     ○ Collection of tour feedback
	     ○ Analysis of tour feedback
	     ○ Implementation of tour report recommendations
	     ○ Closing a tour file
	Practice:
		Oral
		Observation
		Written
		Third party report	

| | Prepare tour feedback collection tool(questionnaire)
• Analyse questionnaires
• Prepare a tour report | |

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

• Computers • Reservation systems • Telephones • Maps • Sample tour files • Office stationery • List of tarrifs • 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	• 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	• 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

TRAVEL SERVICE DELIVERY MANAGEMENT

UNIT CODE: TO/CU/TM/CR/04/5/A

Relationship to Occupational Standards
This unit addresses the unit of competency: Supervise travel service delivery

Duration of Unit: 100 hours

Unit Description
This unit describes the competencies required to supervise travel service delivery. It involves selling travel packages, supervising customers' reservations, organizing travel files, implementing travel itinerary, supervising customers travel experience and carrying out post travel activities. It applies in the Tourism industry.

Summary of Learning Outcomes
1. Sell travel package
2. Supervising customer's reservations
3. organize travel files
4. Implement travel itinerary
5. Supervise customers travel experience
6. Carry out post travel activities

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Sell travel package	Theory: • Travel Product knowledge • Meaning of a travel package • Type of travel packages • Components of a travel package • Principles of Selling • Sales sequence • Attributes of the sales personnel • Handling client's enquiries, conflicts and complaints • Types of customers' feedback • Procedure for receiving and recording	Observation Written Oral Third party report

	customers' feedback • Customer feedback mechanisms Practice: • Prepare contracts • Implement travel contracts • Open a client file	
2. Supervise customer's reservations	Theory: • Meaning reservation • Types of reservations • Components of a good reservation system • ICT and reservations • Reservation process and reservation systems • Contacting suppliers • Destination management organizations • Preparation and submission of reservation documents • Content of reservations documents • Procedures for receiving, recording and filing of confirmed reservation documents • Communication of confirmed reservation documents Practice • Communicate feedback to customers • Use reservation systems • Make reservations for customers	Observation Written Oral Third party report
3. Organize travel file	Theory: • Meaning of a travel file • Types of travel file • Contents of a travel file • Guidelines for organizing a travel file • ICT and travel filing • Receiving and processing customer's payments • Types of travel accounting documents and their preparation • Maintenance of travel accounting	Observation Written Oral Third party report

	documentation		
	• Travel contingency measures		
	• Assembling travel documents		
	• Confirmation of all travel documents		
	Practice:		
	• Facilitate customer's payments		
	• Facilitate suppliers Payment		
	• Open and organize travel file		

4. Supervise customers travel experience	Theory:
	 • Meaning of travel experience
	 • Indicators of a travel experience
	 • Types of travel experience
	 • Travel experience description
	 • Types of travel documents
	 • Briefing and debriefing of customers
	 • Monitoring of customer travel experience
	 • Identification of travel contingency situations
	 • Implementation of travel contingency measures
	 Practice
	   • Brief and debrief customers
	   • Address customer concerns
		Written
		 Oral
		 Observation
		 Third party report

5. Carry out post travel activities	Theory:
	 • Meaning of post travel activities
	 • Types of post travel activities
	 • Post travel activities description
	 • Customer feedback mechanisms
	 • Types of travel reports
	 • Procedure and techniques of post travel activities
	    o Collection of travel feedback
	    o Analysis of travel feedback
	    o Implementation of travel report recommendations
	 • Preparation of travel reports
	 Practice
	   • Prepare travel feedback collection tools
		Oral
		 Observation
		 Written
		 Third party report

	• Prepare travel reports	

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

• Computers • Reservation systems • Telephones • Maps • Sample travel files • Office stationery • List of tarrifs • List of suppliers • Sample products • Sample contracts • Sample travel reports • Sample travel documents	• Standard operating procedures • Tour vehicles • Sample accounting documents • Customer feedback systems • Emergency contact list • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA regulations • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES

TOUR AND TRAVEL PRODUCTS MARKETING

UNIT CODE: TO/CU/TM/CR/05/5/A

Relationship to Occupational Standards

This unit addresses the unit of competency: Market tour and travel products

Duration of Unit: 80 hours

Unit Description

This unit describes the competencies required to market tour and travel products. It involves conducting tour and travel feasibility studies, developing tour and travel products, pricing tour and travel products, promoting tour and travel products, distributing tour and travel products, develop tour and travel marketing strategies /marketing plan and selling tour and travel products.

Summary of Learning Outcomes

1. Conduct tour and travel feasibility study
2. Develop tour and travel products
3. Price tour and travel products
4. Promote tour and travel products
5. Distribute tour and travel products
6. Develop tour and travel marketing strategies /marketing plan
7. Sell tour and travel products

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment

1. Conduct tour and travel feasibility study	Theory:
	• Meaning of marketing
	• Marketing environment
	• Principles of marketing
	    ○ Marketing mix
	    ○ Market research
	• Market segmentation
	• Consumer buying behaviour
	• Customer care
	    ○ Development of customer profiles
	Practice:
		Observation
		
		Written
		
		Oral
		
		Third party report

		• Develop customer profiles • Identify target market	
2.	Develop tour and travel products	Theory: • Meaning of product development • Types of tour and travel products • Components of tour and travel products • Characteristics of tour and travel products • Process of product development • Product positioning • Branding tour and travel products • Packaging tour and travel products • Product competitiveness Practice: • Identify types of products • Develop a tour and travel product	Observation Written Oral questioning
3.	Price tour and travel products	Theory: • Meaning of terms in pricing • Objectives of tour and travel product pricing • Pricing strategies • Factors to consider when setting tour and travel product price Practice: • Develop tariffs and rates for travel and tour products	Observation Written Oral questioning
4.	Promote tour and travel products	Theory: • Product promotion concept • Methods of promotion • Types of promotional materials • Resources for promotional activities • Organisation and implementation of promotional activities • Evaluation of promotional activities Practice: • Design promotional materials	Observation Written Oral questioning

		• Source promotional materials • Evaluate of promotional activities	
5.	Distribute tour and travel products	Theory • Tourism and travel distribution channels • Role of tourism and travel distribution channels • ICT and tourism and travel product distribution • Development of a distribution strategy • Tour and travel products distribution channels management • Tour and travel product distribution resources Practice: • Develop a given tour and travel product distribution strategy (case study)	Observation Written Oral questioning
6.	Develop tour and travel marketing strategies /marketing plan	Theory: • Meaning of marketing strategies • Setting marketing objectives • Identification of market segments • Target marketing • Market positioning • Competitive analysis • Marketing mix strategy • Types of tourism plans • Implementation of marketing plans • Monitoring and evaluation of marketing plans • Review of the marketing plan Practice: • Develop marketing strategic plan • Identify marketing objectives • Develop marketing strategies • Create a marketing budget	Observation Written Oral questioning Third party report

7. Sell tour and travel products	**Theory:** • Meaning of selling • Principles of selling • Methods of prospecting • Methods of approaching prospects • Identification of customer needs • Matching needs with products • Product offer presentation • Closing the sale • After sales follow up **Practice:** • Sell a tour and travel product	Observation Written Oral questioning
8. Prepare sales and marketing report	**Theory:** • Types of sales and marketing report • Components of sales and marketing report • Preparation of sales and marketing reports • Assessment of sales and marketing reports • Implementation of report recommendations **Practice:** • Prepare sales and marketing report for a specified period.	Observation Written Oral questioning

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

• Computers • Reservation systems • Telephones • Maps	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational	• Cosumer protection Act 2012 • EMPLOYMENT ACT 2007

• Sample promotional materials • Sample tour products • Office stationery • List of tarrifs • List of suppliers • Sample contracts • Standard operating procedures	Safety and Health Act, 2007 • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA regulations

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	Theory: • Meaning of communication systems • Channels of communication • Process of communication • Types of communication systems • Barriers to effective communication • Communication systems and modes of communication • Development of communication system • Establishment of communication standards and procedures • Implementation of communication standards procedures **Practice:** • Decode and encode messages • Develop communication tools (case	Observation Written Oral Third party report

		studies)	
2.	Supervise tour and travel contingencies	Theory: • Meaning tour and travel contingencies • Types tour and travel contingencies • Meaning of mitigation measures • Types of mitigation measures • Development of mitigation measures • Types of resources for handling tour and travel contingencies • Procedure for securing resources for handling tour and travel contingencies • Steps of handling tour and travel contingencies Practice: • Classify tour and travel contingencies • Handle tour and travel contingencies (case studies)	Oral Observation Written Third party report
3.	Supervise tour and travel customer safety and security issues	Theory: • Concepts of safety and security • Classification of safety and security issues in the tourism industry • Mitigation measures • Types of resources for handling safety and security • Procedure for securing safety and security resources • Procedure for handling safety and security issues • Legal aspects on safety and security • Basic first aid Practice: • Drill on safety and security related issues	Oral Observation Written Third party report
4.	Prepare customer service reports	Theory: • Meaning of customer service reports • Types of customer service reports • Preparation of customer service reports	Oral Observation Written Third party

	• Assessment of customer service reports • Implementation of report recommendations Practice: • Prepare a draft customer service charter for a given organization (case study)	report

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

• Computers • Reservation systems • Telephones • Sample tour and travel files • Office stationery • Sample tour and travel reports • Sample tour and travel package information kits • Standard operating procedures • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	o Customer feedback systems o Sample communication standards • Sample communication standard procedures o Sample mitigation procedures • Sample safety and security measures • Emergency contact list • Lists of tour and travel product quality standards • Risk register • Tourist Industry licensing Act • Sample accounting documents • Customer information kit • CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • IATA regulations • ICAO regulations	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]

	• KCAA regulations • KAA regulations • KATA regulations	

TOUR OFFICE OPERATIONS

UNIT CODE: TO/CU/TM/CR/07/5/A

Relationship to Occupational Standards
This unit addresses the unit of competency: Supervise tour office operations

Duration of Unit: 70 hours

Unit Description
This unit describes the competencies required to supervise tour office operations. It involves establishing a tour office, planning tour office operations, coordinating tour office operations, controlling tour office operations, supervising tour office personnel, coordinating tour office communication and preparing and implementing office operations report recommendations

Summary of Learning Outcomes
1. Establish tour office
2. Plan tour office operations
3. Coordinate tour office operations
4. Control tour office operations
5. Supervise tour office personnel
6. Coordinate tour office communication
7. Prepare office operations report and implement

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Establish tour office	Theory: • Meaning of an office • Types of office layouts • Factors to consider when establishing tour office location • Types of office equipment	Observation Written Oral Third party report

	• Factors considered when choosing office equipment • Financial requirements for establishing a tour office • Legal requirements for establishing a tour office • Human resource requirements for establishing a tour office • Technical resources for establishing a tour office • Accreditation bodies for tour operation Practice: • Make application for licenses and permits (case studies) • Carry out a tour company name search		
2. Plan tour office operations	Theory: • Analysis of a strategic plan • Types of tour office tasks • Procedure for the development of tour office tasks • Procedure for the development of tour office SOPs • Classification of required organisation resources Practice: • Develop strategic plan implementation schedules • Develop tour office SOPs	Observation Written Oral Third party report	
3. Organize tour office operations	Theory: • Meaning of tour office operations • Types of tour office operations • Procedure for the development of a tour office organisational structure • Factors to consider when allocating duties/tasks in a tour office • Factors to consider when allocating	Observation Written Oral Third party report Case study	

	resources for tour office operations • Preparation and dissemination of organisations performance reports Practice: • Develop an organizational structure for a given tour company (case study)	
4. Control tour office operations	Theory: • Tour office control mechanisms • Performance management ○ Performance indicators ○ Analysis of performance indicators • Supervision of tour office operations • Course correction activities • Monitoring and evaluation of resource utilisation • Meaning of organisations performance reports • Types of organisations performance reports • Preparation and dissemination of organisations performance reports Practice: • Develop corrective measures for a given case.	Oral Observation Written Third party report Case study
5. Supervise tour office personnel	Theory: • Types of tour office personnel and their roles • Attributes of tour office personnel • Principles of human resource management • Significance of human resource policy • Components of a human resource policy • Staff recruitment and induction • Supervision of staff	Oral Observation Written Third party report

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		Theory:	Oral
		• Staff training and development	
		• Staff motivation and compensation	
		Practice:	
		• Develop staff reward and recognition systems	
		• Develop human resource policy guidelines for a given organization	
6.	Coordinate tour office communication	Theory: • Meaning of tour office communication • Types of tour office communication • Significance of a communication policy • Components of a communication policy • Methods of internal and external communication • Legal and statutory requirements in communication • Types of stakeholder networks, linkages and partnerships • Establishment and maintenance of stakeholder networks, linkages and partnerships Practice: • Develop communication policy guidelines for a given organization	Oral Observation Written Third party report
7.	Prepare office operations report and implement recommendation	Theory: • Meaning of office operations report • Types of office operations reports • Contents of a good office operations report • Preparation of tour office operation reports • Assessment and dissemination of tour office operation reports • Implementation of report recommendations	Oral Observation Written Third party report

	Practice:	
	• Develop tour office reports for a specified period of time	

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

• Computers • Reservation systems • Telephones • Office stationery • Standard operating procedures • Sample strategic plan • Sample organisational chart • Sample key performance indicators • Human resource policy • Communication policy • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002] • Employment act 2007 • Labor relations act •	• Legal and statutory requirements • Sample accounting documents • Risk register • Sample communication documents • Sample tour office operation reports Emergency contact list • Lists of tour product quality standards • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • KATO Regulations and guidelines

TRAVEL OFFICE OPERATIONS

UNIT CODE: TO/CU/TM/CR/08/5/A
Relationship to Occupational Standards
This unit addresses the unit of competency: Supervise travel office operations

Duration of Unit: 70 hours

Unit Description
This unit describes the competencies required to supervise travel office operations. It involves establishing a travel office, planning, coordinating and controlling travel office operations. It also entails supervise travel office personnel, coordinating travel office communication and document office operations report and implement recommendations.

Summary of Learning Outcomes
1. Establish travel office
2. Plan travel office operations
3. Coordinate travel office operations
4. Control travel office operations
5. Supervise travel office personnel
6. Coordinate travel office communication
7. Document travel office operations report and implement recommendations

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Establish travel office	Theory • Meaning of a travel office • Types of travel office layouts • Components of a travel office • Factors to consider in establishing travel office location • Types of office equipment • Factors considered when choosing office equipment • Financial requirements for establishing a travel office • Legal requirements for establishing a	Observation Written Oral Third party report

		tour office • Human resource requirements for establishing a travel office • Technical resources for establishing a tour office • Accreditation bodies for travel operation • IATA requirements in travel office establishment Practice: • Make application for licenses and permits (case studies) • Carry out a travel company name search	
2. Plan travel office operations	Theory: • Analysis of a strategic plan • Types of travel office tasks • Procedure for the development of travel office tasks • Procedure for the development of travel office SOPs • Classification of required organisation resources Practice: • Develop a strategic plan implementation schedules • Develop travel office SOPs	Observation Written Oral Third party report
3. Coordinate travel office operations	Theory: • Meaning of travel office operations • Types of travel office operations • Procedure for the development of a travel office organisational structure • Factors to consider when allocating duties/tasks in a travel office • Factors to consider when allocating resources for travel office operations • Preparation and dissemination of organisations performance reports	Observation Written Oral Third party report Case study Practice:

		Practice:	
		• Develop an organizational structure for a given travel company (case study)	

4.	Control travel office operations	Theory:
		• Travel office control mechanisms
		• Performance management
		    ○ Performance indicators
		    ○ Analysis of performance indicators
		    ○ Supervision of travel office operations
		• Course correction activities
		• Monitoring of resource utilisation
		• Meaning of organisations performance reports
		• Types of organisations performance reports
		• Preparation and dissemination of organisations performance reports
		Practice:
		• Develop corrective measures for a given case.
			Oral
			Observation
			Written
			Third party report
			Case study

5.	Supervise travel office personnel	Theory: • Types of travel office personnel and their roles • Attributes of travel office personnel • Principles of human resource management • Significance of human resource policy • Components of a human resource policy • Staff recruitment and induction • Supervision of staff • Staff training and development • Staff motivation and compensation Practice:	Oral Observation Written Third party report

	• Develop a staff motivation program • Develop human resource policy guidelines for a given organization		
6. Coordinate travel office communication	Theory: • Meaning of travel office communication • Types of travel office communication • Significance of a communication policy • Components of a communication policy • Methods of internal and external communication • Legal and statutory requirements in communication • Types of stakeholder networks, linkages and partnerships • Establishment and maintenance of stakeholder networks, linkages and partnerships Practice: • Develop communication policy guidelines for a given organization	Oral Observation Written Third party report	
7. Prepare travel office operations report and implement recommendations	Theory: • Meaning of office operations report • Types of office operations reports • Contents of a good office operations report • IATA requirements for BSP reporting • Preparation of travel office operation reports • Assessment and dissemination of travel office operation reports • Implementation of report recommendations Practice:	Oral Observation Written Third party report	

	• Develop travel office reports for a specified period of time	

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

• Computers • Reservation systems • Telephones • Office stationery • Standard operating procedures • Sample strategic plan • Sample organisational chart • Sample key performance indicators • Human resource policy • Communication policy • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA regulations	• Legal and statutory requirements • Emergency contact list • Lists of travel product quality standards • Risk register • Sample communication documents • Sample accounting documents • Sample travel office operation reports • List of accreditation bodies • Sample legal documents • Sample trade licences	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985] • CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]

TOUR GUIDING TECHNIQUES

UNIT CODE: TO/CU/TM/CR/09/5/A

Relationship to Occupational Standards
This unit addresses the unit of competency: Provide tour guiding services

Duration of Unit: 150 hours

Unit Description
This unit specifies the competencies required to provide tour guiding services**.** It involves preparing for tour guiding activities, welcoming arriving tourists, providing check-in and check-out assistance, implementing a tour itinerary, reserving customers' services and performing post tour activities.

Summary of Learning Outcomes
1. Prepare for tour guiding activities
2. Welcome arriving tourists
3. Provide check-in and check-out assistance
4. Implement tour itinerary
5. Reserve customers' services
6. Perform post tour activities

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Prepare for tour guiding activities	Theory: • Meaning of terms • History of tour guiding • Types of tour guides • Attributes of tour guides • Roles of tour guides • Principles of tour guiding • Interpersonal relations • Stages of a tour • Essential documents for tour guiding. • Tourism transport • Tour guiding tools, equipment,	Observation Written Oral Third party report

	materials and supplies • Identification techniques for tourists to locate the guide Practice • Role play identification techniques for tourists to locate the guide • Assemble tour guiding tools, equipment, materials and supplies		
2. Welcome arriving tourists	Theory: • Meaning of airports • Classifications of airports • Sections of an airport • Airport facilities • Codes of city, airports and airlines • Meaning of 'meet n greet' • The importance of 'meet n greet' • Procedure for 'meet n greet' • Meaning of briefing • Types of information for briefing • Tourist briefing points Practice • Classify airports • Identify codes of cities, airlines and airports • Role play 'meet n greet'	Observation Written Oral Third party report	
3. Provide check-in and check-out assistance	Theory • Meaning of terminologies o Check-in o Check-out o Transfers • Types of transfer • Transfer procedures • Information required for check-in and check-out • Check-in and check-out procedure • Attributes of check-in and check-out personnel	Observation Written Oral Third party report	

		Practice Role play check-in and check-out	
4.	Implement tour itinerary	Theory: - Meaning of terminologies - Tour commentary - Tour interpretation - Procedure for developing a tour commentary - Tour commentary delivery - Tour interpretation principles - Media for tour interpretation - Types of tour interpretation - Group dynamics management - Individual and group morale and goodwill - Categories of tour conflicts, complaints and difficulties - Procedure for handling conflicts, complaints and difficulties - Tour contingencies - Types of tour contingencies - Tour contingency management - Survival techniques - First aid Practice - Role play tour commentary delivery - Drill on a tourism related contingency - Develop a tour commentary	Observation Written Oral Third party report
5.	Reserve customers' services	Theory - Types of services reserved by a tour guide - Categories of service providers - Reservation systems	Observation Written Oral Third party

	• ICT and reservation • Law of contract • Information required for reserving services • Procedure for contacting service providers • Types of reservation feedback • Importance of reservation feedback Practice • Role play contacting service providers • Reserve a restaurant using a Amadeus reservation system	report	

6. Perform post tour activities	• Debriefing
	   o Information gathered during debriefing
	   o Tools use for debriefing
	   o Analysis of information gathered during debriefing
	   o Importance of debriefing
	• Tour report
	   o Types of tour reports
	   o Contents of a tour report
	   o Preparation of a tour report
	   o Dissemination of tour reports
	   o Types of tour report implementers
	• Types of tour financial documentation
	• Procedure of financial documents surrender
	Practice
	• Role play debriefing
	• Prepare tour reports
	• Collect file and forward tour financial documents
		Observation
		
		Written
		
		Oral
		
		Third party report	

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

• Computers • Reservation systems • Telephones • Maps • Sample travel tariffs • Sample timetables • Sample itineraries • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006] • Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• Sample contracts • Office stationery • List of suppliers • Standard operating procedures • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA code of ethics and practice • CITES regulations • Commentaries • Binoculars • Camping gear • Media • Radiocall • First aid kit • Tour vehicles • Guide books • Compasses • Floaters • Coolers	• TRA Act 2014 • 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]

SUSTAINABLE TOURISM

UNIT CODE: TO/CU/TM/CR/10/5/A
Relationship to Occupational Standards
This unit addresses the unit of competency: Promote sustainable tourism

Duration of Unit: 50 hours

Unit Description
This unit describes the competencies required to promote sustainable tourism. It involves implementing sustainable tourism management strategy, implementing CSR strategy, adopting industry codes of conduct, incorporating sustainability approaches in organizations practices and preparing sustainability report on tourism

Summary of Learning Outcomes
1. Implement sustainable tourism management strategy
2. Implement CSR strategy
3. Adopt industry codes of conduct
4. Incorporate sustainability approaches in organizations practices
5. Prepare sustainability report on tourism

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Implement sustainable tourism management strategy	Theory: • Meaning of sustainable tourism management • Principles of sustainable tourism • Sustainable tourism in relation to tour and travel operations • Components of a sustainable tourism management system • Analysis, evaluation and selection of components of sustainable tourism management • Establishment of sustainable tourism management system Practice: • Design a sustainable tourism	Observation Written Oral Third party report

		management strategy implementation schedules	
2.	Implement CSR strategy	Theory: • Meaning of CSR • Types of CSR activities • Role of CSR in organizations • Benefits and limitations of engaging CSR in an organization • Stakeholders in CSR • The effect of organizations activities on stakeholders • Stakeholder engagement in CSR • Development of a CSR strategy • Development of CSR implementation plans Practice • Develop CSR implementation plans for a given case • Identify areas of CSR	Observation Written Oral Third party report
3.	Adopt industry codes of conduct	Theory: • Meaning of industry codes of conduct • Roles of industry codes of conduct • Types of industry codes of conduct • Contents of industry codes of conduct • Guidelines for development of industry codes of conduct • Stakeholder organizations in industry codes of conduct • Analysis of industry codes of conduct • Industry codes of conduct design approaches Practice	Oral Observation Written Third party report Case study

	• Identify tourism industry codes of conduct		
4. Incorporate sustainability approaches in organizations practices	• Development of sustainable tourism management system monitoring tools • Monitoring and reviewing implementation plans • Monitoring socio-economic benefits to local communities • Monitoring preservation of cultural and religious heritage • Environmental Impact Assessment • Monitoring customer satisfaction Practice: • Develop monitoring and evaluation tool • Carry out impact assessment (case study		
5. Prepare sustainability report on tourism	Theory: • Types of sustainability report • Contents of sustainability report • Preparation of sustainable tourism management reports • Assessment and dissemination of sustainable tourism management reports • Implementation of report recommendations Practice: • Develop a report on sustainable tourism	Oral Observation Written Third party report	

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

• Computers • Reservation systems • Telephones • Office stationery • Standard operating procedures • Sample strategic plan • Sample key performance indicators • Communication policy • Sustainable tourism management policy • UN Sustainable Development Goals 2015 to 2030 • UN Millenium Developlent Goals (UNMDGs) • Agenda 21 • Sessional paper No. 1 of 2010 on sustainable tourism	• Legal and statutory requirements • Lists of tour product quality standards • Sample tour office operation reports CITES • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMPLOYMENT ACT 2007 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]