****

**REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**TOURISM AND TRAVEL MANAGEMENT**

**LEVEL 6**



TVET CDACC

P.O. BOX 15745-00100

NAIROBI

First published 2018

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# 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**ABBREVIATIONS AND ACRONYMS

BC : Basic Competency

CC : Core Competency

CDACC : Curriculum Development Assessment and Certification Council

CITES : Convention on International Trade in Endangered Species

CO : Common Units

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/ 6/A**

Industry or sector

Curriculum

Occupational area

Type of competency

Competency number

Competence level

Control version

# COURSE OVERVIEW

**Description of the Course**

The **tourism and travel management level six 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/01/6/A** | Communication skills | **40** | **4** |
| **TO/CU/TM/BC/02/6/A** | Numeracy skills | **60** | **6** |
| **TO/CU/TM/BC/03/6/A** | Digital literacy | **60** | **6** |
| **TO/CU/TM/BC/04/6/A** | Entrepreneurial skills | **100** | **10** |
| **TO/CU/TM/BC/05/6/A** | Employability skills | **80** | **8** |
| **TO/CU/TM/BC/06/6/A** | Environmental literacy | **40** | **4** |
| **TO/CU/TM/BC/07/6/A** | Occupational safety and health practices  | **40** | **4** |
| **Total**  |  | **420** | **42** |

**Core units of learning**

|  |  |  |  |
| --- | --- | --- | --- |
| **Unit of Learning Code** | **Unit of Learning Title** | **Duration in Hours** | **Credit Factor**  |
|  **TO/CU/TM/CR/01/6/A** | Tour packages development  | **210** | **21** |
| **TO/CU/TM/CR/02/6/A** | Travel packages development  | **210** | **21** |
| **TO/CU/TM/CR/03/6/A** | Tour delivery Management  | **240** | **24** |
| **TO/CU/TM/CR/04/6/A** | Travel service delivery management  | **240** | **24** |
| **TO/CU/TM/CR/05/6/A** | Tour and travel products marketing  | **180** | **18** |
| **TO/CU/TM/CR/06/6/A** | Customer service management  | **140** | **14** |
| **TO/CU/TM/CR/07/6/A** | Tour and travel product quality management | **210** | **21** |
| **TO/CU/TM/CR/08/6/A** | Tour office operations management | **170** | **17** |
| **TO/CU/TM/CR/09/6/A** | Travel office operations management | **170** | **17** |
| **TO/CU/TM/CR/10/6/A** | Sustainable tourism | **150** | **15** |
| **TO/CU/TM/CR/11/6/A** | Industrial attachment  | **480** | **48** |
| **Total**  |  | **2400** | **240** |

The total duration of the course is 2820hours.

**Entry Requirements**

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

1. Tour or Travel master craft certificate Level 5

 **Or**

1. Kenya Certificate of Secondary Education (KCSE)

 **Or**

1. 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 6 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 COMPETENCY

# COMMUNICATION SKILLS

**UNIT CODE:** TO/CU/TM/BC/01/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Demonstrate Communication Skills

**Duration of Unit:** 40 hours

**Unit Description**

This unit covers the competencies required to demonstrate communication skills .It involves, meeting communication needs of clients and colleagues; developing communication strategies, establishing and maintaining communication pathways, conducting interviews, facilitating group discussion and representing the organization.

**Summary of Learning Outcomes**

1. Meet communication needs of clients and colleagues
2. Develop communication strategies
3. Establish and maintain communication pathways
4. Promote use of communication strategies
5. Conduct interview
6. Facilitate group discussion
7. 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
* Effective questioning techniques (clarifying and probing)
* Workplace etiquette
* Ethical work practices in handling communication
* Active listening
* Feedback
* Interpretation
* Flexibility in communication
* Types of communication strategies
* Elements of communication strategy
 | * Interview
* Written texts
 |
| 1. Develop communication strategies
 | * Dynamics of groups
* Styles of group leadership
* Openness and flexibility in communication
* Communication skills relevant to client groups
 | * Interview
* Written texts
 |
| 1. Establish and maintain communication pathways
 | * Types of communication pathways
 | * Interview
* Written texts
 |
| 1. Promote use of communication strategies
 | * Application of elements of communication strategies
* Effective communication techniques
 | * Interview
* Written texts
 |
| 1. Conduct interview
 | * Types of interview
* Establishing rapport
* Facilitating resolution of issues
* Developing action plans
 | * Interview
* Written texts
 |
| 1. Facilitate group discussion
 | * Identification of communication needs
* Dynamics of groups
* Styles of group leadership
* Presentation of information
* Encouraging group members participation
* Evaluating group communication strategies
 | * Interview
* Written texts
 |
| 1. Represent the organization
 | * Presentation techniques
* Development of a presentation
* Multi-media utilization in presentation
* Communication skills relevant to client groups
 | * Interview
* Written texts
 |

**Suggested Methods of Instruction**

* Discussion
* Role playing
* Simulation
* Direct instruction

**Recommended Resources**

* Desktop computers/laptops
* Internet connection
* Projectors
* Telephone

# NUMERACY SKILLS

**UNIT CODE:** TO/CU/TM/BC/02/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Demonstrate Numeracy Skills.

**Duration of Unit:** 60 hours

**Unit Description**

This unit describes the competencies required to demonstrate numeracy skills. It involves applying a wide range of mathematical calculations for work; applying ratios, rates and proportions to solve problems; estimating, measuring and calculating measurement for work; using detailed maps to plan travel routes for work; using geometry to draw and construct 2D and 3D shapes for work; collecting, organizing and interpreting statistical data; using routine formula and algebraic expressions for work and using common functions of a scientific calculator.

**Summary of Learning Outcomes**

1. Apply a wide range of mathematical calculations for work
2. Apply ratios, rates and proportions to solve problems
3. Estimate, measure and calculate measurement for work
4. Use detailed maps to plan travel routes for work
5. Use geometry to draw and construct 2D and 3D shapes for work
6. Collect, organize and interpret statistical data
7. Use routine formula and algebraic expressions for work
8. Use common functions of a scientific calculator

**Learning Outcomes, Content and Methods of Assessment**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Methods of Assessment**  |
| 1. Apply a wide range of mathematical calculations for work
 | * Fundamentals of mathematics
* Addition, subtraction, multiplication and division of positive and negative numbers
* Algebraic expressions manipulation
* Forms of fractions, decimals and percentages
* Expression of numbers as powers and roots
 | * Written tests
* Assignments
* Supervised exercises
 |
| 1. Apply ratios, rates and proportions to solve problems
 | * Rates, ratios and proportions
* Meaning
* Conversions into percentages
* Direct and inverse proportions determination
* Performing calculations
* Construction of graphs, charts and tables
* Recording of information
 | * Written tests
* Assignments
* Supervised exercises
 |
| 1. Estimate, measure and calculate measurement for work
 | * Units of measurements and their symbols
* Identification and selection of measuring equipment
* Conversion of units of measurement
* Perimeters of regular figures
* Areas of regular figures
* Volumes of regular figures
* Carrying out measurements
* Recording of information
 | * Assignments
* Supervised exercises
* Written tests
 |
| 1. Use detailed maps to plan travel routes 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
* Planning of routes
* Calculation of distance, speed and time
 | * Written
* Practical test
 |
| 1. Use geometry to 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
* Evaluation of unknown angles
* Use formal and informal mathematical language to describe and compare common angles
* Symmetry and similarity
* Use common geometric instruments to draw two dimensional shapes
* Construct routine three dimensional objects from given nets
 |  |
| 1. Collect, organize and interpret statistical data
 | * + Classification of data
* Grouped data
* Ungrouped data
	+ Data collection
* Observation
* Recording
	+ Distinguishing between sampling and census
	+ Importance of sampling
	+ Errors in sampling
	+ Types of sampling and their limitations e.g.
* Stratified random
* Cluster
* Judgmental
	+ Tabulation of data
* Class intervals
* Class boundaries
* Frequency tables
* Cumulative frequency
	+ Diagrammatic and graphical presentation of data e.g.
* Histograms
* Frequency polygons
* Bar charts
* Pie charts
* Cumulative frequency curves
* Interpretation of data
 | * Assignments
* Supervised exercises
* Written tests
 |
| 1. Use routine formula and algebraic expressions for work
 | * + Solving linear equations
	+ Linear graphs
* Plotting
* Interpretation
* Applications of linear graphs
* Curves of first and second degree
* Plotting
* Interpretation
 | * Assignments
* Supervised exercises
* Written tests
 |
| 8. Use common functions of a scientific calculator | * Identify and use keys for common 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
 | * Written
* Practical test
 |

**Suggested Methods of Instruction**

* Group discussions
* Demonstration by trainer
* Practical work by trainee
* Exercises

**Recommended Resources**

* Calculators
* Rulers, pencils, erasers
* Charts with presentations of data
* Graph books
* Dice

# DIGITAL LITERACY

**UNIT CODE:** TO/CU/TM/BC/03/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Demonstrate Digital Literacy

**Duration of Unit:** 60 hours

**Unit Description**

This unit describes competencies required to demonstrate digital literacy. It involves in identifying computer software and hardware, applying security measures to data, hardware, software in automated environment, computer software in solving task, internet and email in communication at workplace, desktop publishing in official assignments 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
 |
| 1. Apply security measures to data, hardware, software in automated environment
 | * Data security and control
* Security threats and control measures
* Types of computer crimes
* Detection and protection against computer crimes
* Laws governing protection of ICT
 | * Written tests
* Oral presentation
* Project
 |
| 1. Apply computer software in solving tasks
 | * Operating system
* Word processing
* Spread sheets
* Data base design and manipulation
* Data manipulation, storage and retrieval
 | * Oral questioning
* Project
 |
| 1. Apply internet and email in communication at workplace
 | * Computer networks
* Network configurations
* Uses of internet
* Electronic mail (e-mail) concept
 | * Oral questioning
* Written report
 |
| 1. 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
* Written report
* Project
 |
| 1. Prepare presentation packages
 | * Types of presentation packages
* Procedure of creating slides
* Formatting slides
* Presentation of slides
* Procedure for editing objects
 | * Oral questioning
* Written report
* Project
 |

**Suggested Methods of Instruction**

* Instructor led facilitation of theory
* Demonstration by trainer
* Practical work by trainee
* Viewing of related videos
* Project
* Group discussions

**Recommended Resources**

* Computers
* Printers
* Storage devices
* Internet access

# ENTREPRENEURIAL SKILLS

**UNIT CODE:** TO/CU/TM/BC/04/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Demonstrate Entrepreneurial Skills

**Duration of unit:** 100 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 who an entrepreneur
	2. Demonstrate knowledge of entrepreneurship and self-employment
	3. Identify entrepreneurship opportunities
	4. Create entrepreneurial awareness
	5. Apply entrepreneurial motivation
	6. Develop business innovative 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
* Entrepreneurship culture in Kenya
* Born or made entrepreneurs
 | * Individual/group assignments
* Projects
* Written tests
* Oral questions
* Third party report
 |
| 1. 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
* Technology in business
 | * Individual/group assignments
* Projects
* Written tests
* Oral questions
* Third party report
* Interviews
 |
| 1. 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
 |
| 1. 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
 |
| 1. 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/05/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Demonstrate Employability Skills

**Duration of Unit:** 80 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 ethical performance.

**Summary of Learning Outcomes**

1. Conduct self-management
2. Demonstrate interpersonal communication
3. Demonstrate critical safe work habits
4. Lead a workplace team
5. Plan and organize work
6. Maintain professional growth and development
7. Demonstrate workplace learning
8. Demonstrate problem solving skills
9. Manage ethical performance

**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
* Managing emotions
* Emotional intelligence
* Assertiveness versus aggressiveness
* Expressing personal thoughts, feelings and beliefs
* Developing and maintaining high self-esteem
* Developing and maintaining positive self-image
* Setting performance targets
* Monitoring and evaluating performance
* Articulating ideas and aspirations
* Accountability and responsibility
* Good work habits
* Self-awareness
* Values and beliefs
* Self-development
* Financial literacy
* Healthy lifestyle practices
* Adopting safety practices
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Demonstrate interpersonal communication
 | * Meaning of interpersonal communication
* Listening skills
* Types of audience
* Public speaking
* Writing skills
* Negotiation skills
* Reading skills
* Meaning of empathy
* Understanding customers’ needs
* Establishing communication networks
* Assertiveness
* Sharing information
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Demonstrate critical safe work habits
 | * Stress and stress management
* Time concept
* Punctuality and time consciousness
* Leisure
* Integratingpersonal objectives into organizational objectives
* Resources mobilization
* Resources utilization
* Setting work priorities
* Developing healthy relationships
* HIV and AIDS
* Drug and substance abuse
* Managing emerging issues
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Lead a workplace team
 | * Leadership qualities
* Power and authority
* Team building
* Determination of team roles and objectives
* Team parameters and relationships
* Individual responsibilities in a team
* Forms of communication
* Complementing team activities
* Gender and gender mainstreaming
* Human rights
* Developing healthy relationships
* Maintaining relationships
* Conflicts and conflict resolution
* Coaching and mentoring skills
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Plan and organize work
 | * Functions of management
* Planning
* Organizing
* Time management
* Decision making concept
* Task allocation
* Developing work plans
* Developing work goals/objectives and deliverables
* Monitoring work activities
* Evaluating work activities
* Resource mobilization
* Resource allocation
* Resource utilization
* Proactive planning
* Risk evaluation
* Problem solving
* Collecting, analysing and organising information
* Negotiation
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Maintain professional growth and development
 | * Avenues for professional growth
* Training and career opportunities
* Assessing training needs
* Mobilizing training resources
* Licenses and certifications for professional growth and development
* Pursuing personal and organizational goals
* Managing work priorities and commitments
* Recognizing career advancement
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Demonstrate workplace learning
 | * Managing own learning
* Mentoring
* Coaching
* Contributing to the learning community at the workplace
* Cultural aspects of work
* Networking
* Variety of learning context
* Application of learning
* Safe use of technology
* Taking initiative/proactivity
* Flexibility
* Identifying opportunities
* Generating new ideas
* Workplace innovation
* Performance improvement
* Managing emerging issues
* Future trends and concerns in learning
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Demonstrate problem solving skills
 | * Critical thinking process
* Data analysis tools
* Decision making
* Creative thinking
* Development of creative, innovative and practical solutions
* Independence in identifying and solving problems
* Solving problems in teams
* Application of problem-solving strategies
* Testing assumptions
* Resolving customer concerns
 | * Written tests
* Oral questioning
* Interviewing
* Portfolio of evidence
* Third party report
 |
| 1. Manage ethical performance
 | * Meaning of ethics
* Ethical perspectives
* Principles of ethics
* 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
* Group Discussion
* Presentations
* Assignments
* 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/06/6/A

**Relationship to Occupational Standards**:

This unit addresses the Unit of Competency: Demonstrate Environmental Literacy

**Duration of Unit:** 40 hours

**Unit Description**

This unit describes the competencies required demonstrate environmental literacy.it involves controlling environmental hazard, controlling 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, monitoring activities on environmental protection/programs, analyzing resource use and developing resource conservation plans.

**Summary of Learning Outcomes**

1. Control environmental hazard
2. Control environmental Pollution
3. Demonstrate sustainable resource use
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
8. Analyze resource use
9. Develop resource conservation plans

**Learning Outcomes, Content and Methods of Assessment**

| **Learning Outcome** |  **Content** | **Methods of Assessment**  |
| --- | --- | --- |
| 1. Control environmental hazard
 | * Purposes and content of Environmental Management and Coordination Act 1999
* 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 questions
* Oral questions
 |
| 1. 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 questions
* Oral questions
* Role play
 |
| 1. 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 questions
* Oral questions
* Role play
 |
| 1. 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 questions
* Oral questions
* Role play
 |
| 1. 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
 |
| 1. Implement specific environmental programs
 | * Community needs and expectations
* Resource availability
* 5s of good housekeeping
* Identification of programs/Activities
* Setting of individual roles /responsibilities
* Resolving problems /constraints encountered
* Consultation with stakeholders
 | * Written questions
* Oral questions
* Role play
 |
| 1. Monitor activities on Environmental protection/Programs
 | * Periodic monitoring and Evaluation of activities
* Gathering feedback from stakeholders
* Analyzing 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
 |
| 1. Analyze resource use
 | * Identification of resource consuming processes
* Determination of quantity and nature of resource consumed
* Analysis of resource flow through different parts of the process.
* Classification of wastes for possible source of resources.
 | * Written tests
* Oral questions
* Practical test
 |
| 1. Develop resource Conservation plans
 | * Determination of efficiency of use/conversion of resources
* Causes of low efficiency of use of resources
* Plans for increasing the efficiency of resource use
 | * Written tests
* Oral questions
* Practical test
 |

**Suggested Methods of Instruction**

* Instructor led facilitation of theory
* Practical demonstration of tasks by trainer
* Practice by trainees
* Observations and comments and corrections by trainers

**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
* Company environmental management systems (EMS)
* Montreal Protocol
* Kyoto Protocol

# OCCUPATIONAL SAFETY AND HEALTH PRACTICES

**UNIT CODE:** TO/CU/TM/BC/07/6/A

**Relationship to Occupational Standards**

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

**Duration of Unit:** 40 hours

**Unit Description**

This unit specifies the competencies required to demonstrate occupational health and safety practices. It involves identifying workplace hazards and risk, identifying and implementing appropriate control measures to hazards and risks and implementing 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
* Gathering of OSH issues and/or concerns
 | * Oral questions
* Written tests
* Portfolio of evidence
* Third party report
 |
| 1. Control OSH hazards
 | * Prevention and control measures e.g. use of PPE
* Risk assessment
* Contingency measures
 | * Oral questions
* Written tests
* Portfolio of evidence
* Third party report
 |
| 1. Implement OSH

 programs | * Company OSH program, evaluation and review
* Implementation of OSH programs
* 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 COMPETENCY

# TOUR PACKAGE DEVELOPMENT

**UNIT CODE:** **TO/CU/TM/CR/01/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Develop tour packages

**Duration of Unit:** 210 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 and documenting tour packages and itineraries

**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

**Learning Outcomes, Content and Methods of Assessment**

| **Learning Outcome** | **Content** | **Methods of Assessment**  |
| --- | --- | --- |
| 1. Identify customer tour requirements
 | Theory:* East African flora and fauna
* World geography.
* Principles of tourism.
* Tour destination, attractions and facilities
* Legal framework in tourism industry
* Establishment of customer’s tour requirements
* History and culture
* Customer profiles development
* Establishment of customer contact

Practical:* Respond to customer inquiries
* Create customer profiles
 | ObservationWrittenOral Third party report |
| 1. Match customer tour requirements with established suppliers’ contracts
 | Theory:* Value addition
* Identification of tour components
	+ Logistics in tours
	+ Tour supplier products
* Negotiating and contracting with suppliers
	+ Law of contract
	+ Contract rates
	+ Quality of service
	+ Duration of contracts

Practice * Matching customer tour requirements with supplier products
 | ObservationWrittenOralThird party report |
| 1. Develop tour itinerary
 | Theory:* Development of itineraries
* Cost concept
* Costing tour packages
* Terms and conditions of tour packages and their interpretation
* Communication of the tour proposal

Practice:* Design itineraries
* Cost tour packages
* Compile tour terms and conditions
* Communicate tour proposals
 | WrittenOralObservationThird party report  |
| 1. Document tour packages and itineraries
 | Theory:* Report writing
* Documentation and dissemination of tour report

Practice:* Develop monthly tour reports
 | OralObservationWrittenThird party report |
| 1. Manage tour package Feedback
 | * Internal ***feedback mechanisms***
* ***Performance indicators*** identification
* Feedback evaluation
* Feedback is dissemination
* Feedback implementers
 | OralObservationWrittenThird 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 ITINERARIES DEVELOPMENT

**UNIT CODE:** **TO/CU/TM/CR/02/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Develop travel packages

**Duration of Unit:** 210 ­­­­­­­­­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 and documenting travel packages and itineraries

**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. Manage tour package Feedback

**Learning Outcomes, Content and Methods of Assessment**

| **Learning Outcome** | **Content** | **Methods of Assessment**  |
| --- | --- | --- |
| 1. Identify customer travel requirements
 | Theory:* IATA Regulations
* Definition of terms
* Travel destinations, attractions and facilities
* World geography
* Legal aspects of travel
* Travel formalities
* Customer contact establishment

Practical:* Establish customer contact
* Identify customers travel requirements
* Create customer profiles
* Locate travel destination
 | ObservationWrittenOral Third party report |
| 1. Match customer travel requirements with established suppliers’ contracts
 | Theory:* Identification of travel components
	+ Logistics in travel
	+ Travel supplier products
* Negotiation and contracting with travel suppliers
* Matching customer requirements with travel supplier products

Practical:* Identify customer travel requirements
* Develop travel contracts
 | ObservationWrittenOralThird party report |
| 1. Develop travel itinerary
 | Theory:* Travel itineraries
* Designing travel itineraries
* Costing travel packages
* Terms and conditions of travel
* Development of travel proposal

Practical:* Develop travel itineraries
* Cost travel packages
* Interpreting terms and conditions
* Respond to client enquiries
 | WrittenOralObservationThird party report  |
| 1. Document travel itineraries
 | Theory:* Travel report writing
* Types of travel reports
* Characteristics of reports
* Documentation and dissemination of travel report

Practical:* Develop a monthly travel report
 | OralObservationWrittenThird 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
 | * 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]
 |

# TOUR DELIVERY MANAGEMENT

**UNIT CODE:** **TO/CU/TM/CR/03/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage tour delivery

**Duration of Unit: 240** hours

**Unit Description**

This unit describes the competencies required to manage tour delivery. It involves selling tour packages, managing customers’ reservations and tour files, implementing tour itinerary and documenting tour activities.

It applies in the Tourism industry.

**Summary of Learning Outcomes**

1. Sell tour package
2. Manage customer’s reservations
3. Manage 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
* Product knowledge
	+ Handling client’s enquiries
	+ Preparing and implementation tour contracts
	+ Opening of a tour file

Practical: * Sell tour package to a client
* Respond to client enquiries
* Open a tour file
 | ObservationWrittenOral Third party report |
| 1. Manage customer’s reservations
 | Theory:* + Reservation process and reservation systems
	+ Contacting suppliers
	+ Preparation and submission of reservation documents
	+ Receiving, recording and filing of confirmed reservation documents
	+ Communication of confirmed reservation documents

Practice: * Make reservations for customers
 | ObservationWrittenOral Third party report |
| 1. Manage tour file
 | Theory:* + Receiving and processing customer’s payments
	+ Payment of suppliers
	+ Types of tour accounting documents
	+ Maintenance of tour accounting documentation
	+ Tour contingency measures
	+ Assembling tour package information
	+ Collect customer’s payments
	+ Facilitate suppliers Payment
	+ Verification of all tour arrangements

Practice:* Open and manage a tour file
 | ObservationWrittenOralThird party report |
| 1. Implement tour itinerary
 | Theory:* Staff involved in tour delivery and their roles
* Preparation for tour field staff briefing
* Conducting tour field staff briefing
* Customer arrival and departure procedures
* Commissioning and monitoring tours

Practice:* Carry out tour field staff briefing
* Carry out arrival and departure procedures
* Carry out customer briefing
 | WrittenOralObservationThird party report  |
| 1. Perform post tour activities
 | Theory:* Collection of tour feedback
	+ Analysis of tour feedback
	+ Implementation of tour report recommendations
	+ Closing a tour file

Practice:* Prepare tour feedback collection tool
* Prepare a tour report
 | OralObservationWrittenThird 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 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/04/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage travel service delivery

**Duration of Unit: 240** hours

**Unit Description**

This unit describes the competencies required to manage travel service delivery. It involves selling travel packages, managing customers’ reservations and travel files, implementing travel itinerary, managing customers travel experience and carrying out post travel activities.

It applies in the Tourism industry.

**Summary of Learning Outcomes**

1. Sell travel package
2. Manage customer’s reservations
3. Manage travel files
4. Implement travel itinerary
5. Manage 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:* Principles of Selling
* Travel Product knowledge
	+ Handling client’s enquiries
	+ Receiving and recording customers’ feedback

Practice:* + Prepare contracts
	+ Implement travel contracts
	+ Open a client file
 | ObservationWrittenOral Third party report |
| 2. Manage customer’s reservations | Theory:* + Reservation process and reservation systems
	+ Contacting suppliers
	+ Preparation and submission of reservation documents
	+ Receiving, recording and filing of confirmed reservation documents
	+ Communication of confirmed reservation documents

Practice * Use reservation systems
* Make reservations for customers
 | ObservationWrittenOral Third party report |
| 1. Manage travel file
 | Theory:* + Contents of a travel file
	+ Receiving and processing customer’s payments
	+ Payment of travel suppliers
	+ Types of travel accounting documents and their preparation
	+ Maintenance of travel accounting documentation
	+ Travel contingency measures
	+ Assembling travel documents
	+ Verification of all travel documents

**Practice**:* Facilitate customer’s payments
	+ Facilitate suppliers Payment
	+ Open a travel file
	+ Maintain travel files
 | ObservationWrittenOralThird party report |
| 1. Manage customers travel experience
 | Theory:* Travel experience description
* Issuing of travel documents
* Briefing of customers
* Monitoring of customer travel experience
* Identification of travel contingency situations
* Implementation of travel contingency measures

Practice * Brief customers
* Address customer concerns
 | WrittenOralObservationThird party report  |
| 1. Carry out post travel activities
 | Theory:* Post travel activities description
	+ Customer feedback mechanisms
	+ Preparation of travel reports
	+ Implementation of travel report recommendations

Practice * Identify customer feedback mechanism
* Prepare travel reports
 | OralObservationWrittenThird 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 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/05/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Market tour and travel products

**Duration of Unit: 180** 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:* Principles of marketing
	+ Marketing mix
	+ Market research
* Market segmentation
* Development of customer profiles

Practice:* Develop customer profiles
* Identify target market
 | ObservationWrittenOral Third party report |
| 1. Develop tour and travel products
 | Theory:* Product development
* Characteristics of tour and travel products
* Types of tour products
* Development of tour and travel products
* Branding tour and travel products
* Packaging tour and travel products

Practice:* Develop a tour and travel product
 | ObservationWrittenOral questioning  |
| 1. Price tour and travel products
 | Theory:* Objectives of tour and travel product pricing
* Pricing strategies
* Setting tour and travel product price

Practice:* Price tour and travel product
 | ObservationWrittenOral questioning  |
| 1. Promote tour and travel products
 | Theory:* Product promotion concept
* Methods of promotion
* Promotional materials
* Resources for promotional activities
* Organisation and implementation of promotional activities
* Evaluation of promotional activities

Practice:* Develop innovative promotional materials
* Evaluate of promotional activities
 | ObservationWrittenOral questioning  |
| 1. Distribute tour and travel products
 | Theory * Development of distribution strategy
* Distribution channels
* Managing tour and travel products distribution channels
* Tour and travel product distribution resources

Practice:* Develop a given tour and travel product distribution strategy (case study)
 | ObservationWrittenOral questioning  |
| 1. Develop tour and travel marketing strategies /marketing plan
 | Theory:* Setting marketing objectives
	+ Identification of market segments
	+ Target marketing
	+ Market positioning
	+ Competitive analysis
	+ Marketing mix strategy
	+ Implementation of marketing plans
	+ Monitoring and evaluation of marketing plans
	+ Review of the marketing plan

Practice:* + Develop marketing strategic plan
		1. Develop marketing objectives
		2. Develop marketing strategies
		3. Create a marketing budget
 | ObservationWrittenOral questioning Third party report |
| 1. Sell tour and travel products
 | Theory:* Methods of prospecting
* Methods of approaching prospects
* Identification of customer needs
* Matching needs with products
* Proposal presentation
* Closing the sale
* After sales follow up

Practice:* Sell a tour and travel product
 | ObservationWrittenOral questioning  |
| 1. Prepare sales and marketing report
 | Theory:* Preparation of sales and marketing reports
* Evaluation of sales and marketing reports
* Implementation of report recommendations

Practice:* Prepare sales and marketing report
 | ObservationWrittenOral 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
* Sample promotional materials
* Sample tour products
* Office stationery
* List of tarrifs
* List of suppliers
* Sample contracts
* Standard operating procedures
 | * Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011]
* The Occupational 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]
 | * Cosumer protection Act 2012
* EMPLOYMENT ACT 2007
* 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 MANAGEMENT

**UNIT CODE:** **TO/CU/TM/CR/06/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Customer Service

**Duration of Unit:**  200 hours

**Unit Description**

This unit describes the competencies required to manage customer service. It involves, denveloping 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:* Communication systems and modes of communication
	+ Development of communication system
	+ Communication skills
	+ Establishment of communication standards and procedures
	+ Implementation of communication standards procedures

Practice:* + Develop communication tools (case studies)
 | ObservationWrittenOral Third party report |
| 1. Manage tour and travel contingencies
 | Theory:* + Identification of contingency situations
	+ Development of mitigation measures
	+ Identification and securing of resources for handling tour and travel contingencies
	+ Handling tour and travel contingencies

Practice:* + Identify tour and travel contingencies
	+ Handle tour and travel contingencies (case studies)
 | OralObservationWrittenThird party report |
| 1. Manage tour and travel customer safety and security issues
 | Theory:* + Identification of modern safety and security issues in the tourism industry
	+ Development of mitigation measures
	+ Identification and securing resources for handling safety and security
	+ Handling safety and security issues
	+ Legal framework on safety and security
	+ First aid

Practice:* + Drill on safety and security related issues
 | OralObservationWrittenThird party report |
| 1. Prepare customer service reports
 | Theory:* Preparation of customer service reports
	+ Evaluation of customer service reports
	+ Implementation of report recommendations

Practice: * + Prepare a draft customer service charter for a given organization (case study)
 | OralObservationWrittenThird 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
* 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]
 | * + Customer feedback systems
	+ Sample communication standards
* Sample communication standard procedures
	+ 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
* KCAA regulations
* KAA regulations
* KATA 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]
 |

# TOURS AND TRAVEL PRODUCT QUALITY MANAGEMENT

**UNIT CODE:** **TO/CU/TM/CR/07/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Tour and Travel Product Quality

**Duration of Unit:210** hours

**Unit Description**

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

**Summary of Learning Outcomes**

1. Identify available tour and travel product standards
2. Control tour and travel product standards
3. Resolve tour and travel service problems
4. Perform post tour and travel product quality management

**Learning Outcomes, Content and Methods of Assessment**

| **Learning Outcome** | **Content** | **Methods of Assessment**  |
| --- | --- | --- |
| 1. Identify available tour and travel product standards
 | Theory:* + Quality control in tour and travel operations
	+ Tour and travel product standards
	+ Customer profiles and their analysis
	+ Product quality control systems
	+ Components of tour and travel products
	+ Range of tourism suppliers
	+ Benchmarking product and service standards
	+ Establishing product and service standards
	+ Communication of established product and service standards

**Practice**: * Develop sample of tour and travel product standards
* Benchmark tour and travel product standards
 | ObservationWrittenOral Third party report |
| 1. Control tour and travel product standards
 | Theory:* Risk identification and assessment
* Risks to product quality standards
* Establishment of quality control mechanisms
* Establishment of feedback gathering systems
* Monitor, evaluate and review tour and travel product quality standards

**Practice:*** Develop a risk matrix for tour and travel product standards
 | ObservationWrittenOralThird party report |
| 1. Resolve tour and travel service problems
 | Theory:* + Tour and travel service problems identification
	+ Mitigation of tour and travel service problems
	+ Addressing tour and travel service problems
	+ Development of tour and travel service problem reporting procedures
	+ Establishment of tour and travel service problem reporting systems
	+ Development of tools for monitoring and evaluation of tour and travel product quality standards

Practice:* + Identify a tour and travel service problem
	+ Handling tour and travel service problems (case study)
	+ Developing tools for monitoring and evaluation of tour and travel product quality standards
 | OralObservationWrittenThird party report |
| 1. Perform post tour and travel product quality management activities
 | Theory:* Post tour and travel product quality management activities
* Feedback analysis and preparation of product quality management report
	+ Implementation of product quality management report recommendations

Practice * Perform post tour and travel product quality management activities
 | OralObservationWrittenThird 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
* Sample tour files
* Office stationery
* List of tarrifs
* List of suppliers
* Sample contracts
* Sample tour reports
* Sample tour package information kits
 | * Standard operating procedures
* Contract law
* Tourism Act
* Occupational safety and health Act
* Cosumer protection Act
* Tourist Industry licensing Act
* Sample accounting documents
 | * Customer feedback systems
* Emergency contact list
* Lists of tour product quality standards
* Risk register
* Sample quality control mechanisms
* Sample product quality management reports
* IATA regulations
* ICAO regulations
* KCAA regulations
* KAA regulations
* KATA regulations
 |

# TOUR OFFICE OPERATIONS MANAGEMENT

**UNIT CODE:** **TO/CU/TM/CR/08/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Tour Office Operations

**Duration of Unit:**  170 hours

**Unit Description**

This unit describes the competencies required to manage tour office operations. It involves establishing a tour office, planning tour office operations, coordinating tour office operations, controlling tour office operations, managing 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. Manage 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:* Financial requirements for establishing a tour office
* Legal requirements
* Human resource requirements
* Technical resources
* Tour office location
* Accreditation bodies

Practice:* Make application for licenses and permits (case studies)
* Carry out a tour company name search
 | ObservationWrittenOral Third party report |
| 1. Plan tour office operations
 | Theory:* + Development of a strategic plan
	+ Development of tasks
	+ Development of SOPs
	+ Identification of required organisation resources

Practice:* + Develop strategic plan implementation schedules
	+ Develop tour office SOPs
 | ObservationWrittenOral Third party report |
| 1. Organize tour office operations
 | Theory:* + Development of organisational structure
	+ Allocation of duties/tasks
	+ Allocation of resources
	+ Preparation and dissemination of organisations performance reports

Practice:* + Develop an organizational structure for a given tour company (case study)
 | ObservationWrittenOralThird party reportCase study |
| 1. Control tour office operations
 | Theory:* + Performance management
	+ Supervision of tour office operations
	+ Performance indicators
	+ Analysis of performance indicators
	+ Course correction activities
	+ Monitoring of resource utilisation
	+ Preparation and dissemination of organisations performance reports

Practice:* + Develop corrective measures for a given case.
 | OralObservationWrittenThird party reportCase study |
| 1. Manage tour office personnel
 | Theory:* + Principles of human resource management
	+ Significance of human resource policy
	+ Components of a human resource policy
	+ Staff recruitment and induction
	+ Supervision of staff
	+ Training
	+ Staff motivation and compensation

Practice:* + Develop staff reward and recognition systems
	+ Develop a human resource policy
 | OralObservationWrittenThird party report |
| 1. Coordinate tour office communication
 | Theory:* Significance of a communication policy
	+ Components of a communication policy
	+ Methods of internal and external communication
	+ Legal and statutory requirements in communication
	+ Establishment and maintenance of stakeholder networks, linkages and partnerships

Practice:* + Develop a communication policy
 | OralObservationWrittenThird party report |
| 1. Prepare office operations report and implement recommendations
 | Theory:* Preparation of tour office operation reports
	+ Evaluation and dissemination of tour office operation reports
	+ Implementation of report recommendations

Practice:* + Develop a tour office monthly report
 | OralObservationWrittenThird 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 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 MANAGEMENT

**UNIT CODE:** **TO/CU/TM/CR/09/6/A**

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Manage Travel Office Operations

**Duration of Unit:**  170 hours

**Unit Description**

This unit describes the competencies required to manage travel office operations. It involves establishing travel office, planning, coordinating and controlling travel office operations. It also entails managing travel office personnel, coordinating travel office communication and preparing 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. Manage travel office personnel
6. Coordinate travel office communication
7. Prepare 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 * Components of a travel office
* Financial requirements for establishing a travel office
* Legal requirements
* Human resource requirements
* Technical resources
* Travel office location
* Accreditation bodies
* IATA requirements in travel office establishment

Practice:* Make application for licenses and permits (case studies)
* Carry out a travel company name search
 | ObservationWrittenOral Third party reportCase study  |
| 1. Plan travel office operations
 | Theory:* Development of a strategic plan
	+ Development of tasks
	+ Development of travel office SOPs
	+ Identification of required organisation resources

Practice:* + Develop a strategic plan implementation schedules
	+ Develop travel office SOPs
 | ObservationWrittenOral Third party report |
| 1. Coordinate travel office operations
 | Theory:* Development of organizational structure
* Allocation of duties/tasks
* Allocation of resources
* Preparation and dissemination of organisations performance reports

Practice:* Develop an organizational structure for a given travel company (case study)
 | ObservationWrittenOralThird party reportCase study |
| 1. Control travel office operations
 | Theory:* Performance management
	+ Supervision of travel office operations
	+ Performance indicators
	+ Analysis of performance indicators
	+ Course correction activities
	+ Monitoring of resource utilisation

Practice:* + Develop corrective measures for a given case.
 | OralObservationWrittenThird party reportCase study  |
| 1. Manage travel office personnel
 | Theory:* Principles of human resource management
	+ Significance of human resource policy
	+ Components of a human resource policy
	+ Staff recruitment and induction
	+ Supervision of staff
	+ Capacity building
	+ Staff motivation and compensation

Practice:* + Develop a staff motivation program
	+ Develop a human resource policy
 | OralObservationWrittenThird party report |
| 1. Coordinate travel office communication
 | Theory:* Significance of a communication policy
	+ Components of a communication policy
	+ Methods of internal and external communication
	+ Legal and statutory requirements in communication
	+ Establishment and maintenance of stakeholder networks, linkages and partnerships
	+ Practice:
	+ Develop a communication policy
 | OralObservationWrittenThird party report |
| 1. Prepare travel office operations report and implement recommendations
 | Theory:* IATA requirements for BSP reporting
* Preparation of travel office operation reports
	+ Evaluation and dissemination of travel office operation reports
	+ Implementation of report recommendations
	+ **Practice**:
	+ Develop a travel office monthly report
 | OralObservationWrittenThird 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 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]
 |

# SUSTAINABLE TOURISM

**UNIT CODE:** TO/CU/TM/CR/10/6/A

**Relationship to Occupational Standards**

This unit addresses the Unit of Competency: Promote sustainable tourism

**Duration of Unit:**  150hours

**Unit Description**

This unit describes the competencies required to promote sustainable tourism. It involves developing and implementing sustainable tourism management system, monitoring the implementation of sustainable tourism management system and preparing reports on sustainable tourism.

**Summary of Learning Outcomes**

1. Develop sustainable tourism management system
2. Implement sustainable tourism management system
3. Monitor implementation of sustainable tourism management system
4. Prepare reports on sustainable tourism

**Learning Outcomes, Content and Methods of Assessment**

|  |  |  |
| --- | --- | --- |
| **Learning Outcome** | **Content** | **Methods of Assessment**  |
| 1. Develop sustainable tourism management system
 | Theory:* + 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 management system
 | ObservationWrittenOral Third party report |
| 1. Implement sustainable tourism management system
 | Theory:* + Development of sustainable implementation plans
	+ Communication of the sustainable tourism management system to stakeholders
	+ Socio-economic benefits of sustainable tourism to local communities
	+ Preservation of cultural and religious heritage
	+ Environmental impacts
	+ Customer satisfaction and sustainable tourism

Practice * Implement sustainable tourism management system(case study)
 | ObservationWrittenOralThird party report |
| 1. Monitor implementation of sustainable tourism management system
 | Theory:* 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)
 | OralObservationWrittenThird party reportCase study  |
| 1. Prepare reports on sustainable tourism
 | Theory:* Preparation of sustainable tourism management reports
	+ Evaluation and dissemination of sustainable tourism management reports
	+ Implementation of report recommendations

Practice:* + Develop a report on sustainable tourism
 | OralObservationWrittenThird 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
 | * 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]
 |