

TVET CERTIFICATE IV in TOURISM

TORIP401

INTERPRETING PRODUCT

INTERPRET PRODUCT

Competence



Credits: 6

Learning hours: 60

Sector: Tourism and Hospitality

Sub-sector: Tourism

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Purpose statement

This module describes the performance outcomes, skills and knowledge required to access and interprets specific details about tourism products correctly and accurately. This unit describes a key sales and operational function for a diverse range of domestic and international tourism and hospitality products and services and applies to the full range of industry sectors. The range of product knowledge required and the application of that information will vary according to the industry sector, workplace and job role. This unit does not require an in depth knowledge of every product but focuses on the ability to collect and interpret any sort of tourism product information to fulfil any sales or operational need.

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GENERAL INTRODUCTION

The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sumtotal of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analyzed in terms of its attraction, accessibility and Accommodation.

A product is defined as anything that can be offered to a market that might satisfy a want or need of Customer. And then, service is defined as special treatment / care given to a customer while buying or consuming a chosen product. This is to emphasize that all tourism products have similar characteristics of service: perish ability, intangibility, inseparability and variability.

Auxiliary products and services is any product or service that supports the travel experience including travel insurance. Currency and banking, visas, merchandise etc.

Interpret: To give or provide the meaning of; explain; explicate.

Itinerary: A planned route or journey.

Phonetic alphabet is a set of words used to stand for the letters of an alphabet in oral communication.

Tourism board: coordinates the efforts of hotels, airlines and travel agents to develop the tourism industry of the country.

Learning unit 1: Identify and access product information

LO: 1.1 Identify and access sources of product information

Content/ Topic1: Products and services offered within the tourism industry

- **Transportation**

Transport or transportation is the movement of humans, animals and goods from one location to another. In other words, the action of transport is defined as a particular movement of an organism or thing from a point A to point B. Modes of transport include **air, land (rail and road), water, cable, pipeline and space.**

- **Transfers**

An act of moving something or someone to another place, organization, team, etc.

- **Accommodation**

Is an establishment or building in which someone may live or stay. Examples of accommodation (**Hotels, Motels (motor hotels), Resort hotels, Campgrounds, Hostels and Guesthouses and Lodge**

- **Entertainment**

Entertainment is a form of activity that holds the attention and interest of an audience or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention.

- **Travel insurance**

Travel insurance is an insurance product for covering unforeseen losses incurred while travelling, either internationally or domestically.

- **Tour guiding services**

Tour guiding services: are necessary in the tourism industry. Tour guides are people who accompany tourists at a destination, explaining them about the place, its culture and suggest them with suitable activities that can be done at destination

- **Meals**

Meals definition, the food served and eaten especially at one of the customary, regular occasions for taking food during the day, as breakfast, lunch, or supper.

- **Special events**

A special event is a function or "occasion" which, in fundraising terms, aims to generate money for the community group or not-for-profit which stages it. There are many different types of special events, each with their own different level of complexity and suitability for different groups.

Some examples of events carried out in Rwanda : **Kwitalzina (Gorilla Naming Ceremony), Rwanda Film Festival (Hillywood), Kigali Up, Rwanda International Trade Fair (Expo), Peace Cup, Diner en Blanc, Rwanda Mountain Gorilla Rally, Mutzig Beerfest, Tour of Rwanda etc.....**

- **Venue facilities**

The scene or locale of a large gathering, as for a sports event or rock concert,” as the Fourth Edition of WNW College now says. ... Most of the time, use your facilities: Seek a change of venue and use “prison,” or “stadium,” or “concert hall.”

- **Convention facilities (Meeting or event equipment, Special event consumable items)**

Are the large buildings that are designed to hold a convention, where individuals and groups gather to promote and share common interests? Convention centers typically offer sufficient floor area to accommodate several thousand attendees. Examples: **KCT: Kigali convention centre, Intare Arena and Kigali Arena**

- **Food, beverage and catering**
- **Currency and banking services**

Content/ Topic 2: Sources of product information

Sources of product information may include:

- Principal or supplier of the product
- Internet, intranet and extranet
- Organization-designed
- information systems, e.g. Inventory control database
- Government tourism authority information systems
- International government
- Tourism authority information systems
- Centralized reservations system (CRS)

LO 1.2: Select appropriate sources according to organization policy, commercial agreements and specific needs

Content/ Topic 1: Source of product information

The source product information may be:

- **Brochures**

It is an informative paper document (often also used for advertising) that can be folded into a template, pamphlet, or leaflet. A brochure is usually folded and only includes summary information that is promotional in character.

- **E-brochures**

li is essentially your product catalogue in digital form. Unlike physical brochures, digital brochures are highly optimizable for various digital mediums including the web. You can have digital brochures designed in PDF or in real-time animations to showcase your products in the right light

- **Timetables**

A timetable is a plan of the times when particular events are to take place. For example at a school or college, a timetable is a list that shows the times in the week at which particular subjects are taught. You can also refer to the range of subjects that a student learns or the classes that a teacher teaches as their timetable.

- **Tariff sheets**

The individual sheets of the volume constituting the entire tariff of a utility and includes the title page, preliminary statement, table of contents, service area maps, rates schedules and rules

- **Confidential tariffs**

Is a booklet containing the wholesale prices of hotel rooms and tours. Your best bet is to check the Internet price and then contact a travel agent; sometimes the promotion on the Net is close to the wholesale price, and sometimes it's substantially more.

- **Sales kits**

It is a case or folder that contains data about a product, a service or a company offering the commodity on sale. Sales kit is also referred to as sales support material and it can be customized to specific clients or be generic. Information in a sales kit may be in form of: Audio/video tapes.

- **Supplier information kits product manuals**

Key information, personal information and any other information pertaining to the supplier which is necessary for procurement of goods or services by an organ of stat

- **Advertising flyers**

Flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.

- **Manufacturer specifications**

Contains all the information that is needed to make the product. It describes the stages of manufacture and the materials needed, using flowcharts, diagrams, notes and samples. ... A manufacturing specification is done once the final product has been developed.

LO 1.3: Source specific product information to meet the particular sales or operational need

Content/ Topic 1: Particular sales or operational need

Particular sales or operational need may include:

- Providing destination and specific product information and advice
- Providing specific information and advice about the credentials of the tourism operator in minimizing negative environmental, social and cultural impacts
- Selling tourism products to the customer
- Preparing quotations
- Booking and coordinating a supplier service for the customer
- Receiving and processing a reservation from a customer
- Processing financial transactions
- Issuing customer travel documentation
- Issuing crew documentation, e.g. operational or technical itineraries
- Organising functions
- Processing and monitoring meeting or event registrations
- Purchasing promotional products
- Hiring special equipment.

Learning unit 2: Interpret product information

Learning Outcome 2.1: Interpret general information and application of this to meet the particular sales or operational need requirements

Content/ topic 1: General information of tourism product

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling en route to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies.

The tourist product can be analysed in terms of its **attraction, accessibility and accommodation.**

1. Attractions

Of the three basic components of a tourist product, attractions are very important. Unless there is an attraction, the tourist will not be motivated to go to a particular place. The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games.

2. Accessibility

It is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. A Tourist in order to get to his destination needs some mode of transport. This mode may be a motor car, a coach, an aeroplane, a ship or a train which enables him to reach his predetermined destination. If tourist destinations are located at places where no transport can reach or where there are inadequate transport facilities, they become of little value. The tourist attractions, which are located near the tourist generating markets and are linked by a network of efficient means of transport, receive the maximum number of tourists.

3. Accommodation

The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations. World Tourism Organization in its definition of a tourist has stated that he must spend at least one night in the destination visited, to qualify as a tourist. This presupposes availability of some kind of accommodation. The demand for accommodation away from one's home is met by a variety of facilities.

4. Amenities

Facilities are a necessary aid to the tourist centre. For a sea-side resort, facilities like swimming, boating, yachting, surf-riding, and other facilities like dancing, recreation and other amusements are important for every tourist centre. Amenities can be of two types; natural, eg. beaches, sea-bathing, possibilities of fishing, opportunities for climbing, trekking, viewing, etc. and man-made, eg. various types of entertainment and facilities which cater to the special needs of the tourists.

The tourism product which is a combination of tangible and intangible products can be a thing, an event, or a place which motivates the tourists towards it. There are different ways in which the tourist products can be classified.

1. **Natural Tourism Products**

These include natural resources such as areas, climate and its setting, landscape and natural environment. Natural resources are frequently the key elements in a destination's attraction. Let us look at some examples:

1. Countryside
2. Climate- temperature, rains, snowfall, days of sunshine
3. Natural Beauty- landforms, hills, rocks, gorges, terrain
4. Water- lakes, ponds, rivers, waterfalls, springs
5. Flora and Fauna
6. Wildlife
7. Beaches
8. Islands
9. Spas
10. Scenic Attractions

2. **Man Made Tourism Products**

Man- made tourism products are created by man for pleasure, leisure or business. Man- made tourism products include:

A. Culture

- Sites and areas of archaeological interest
- Historical buildings and monuments
- Places of historical significance
- Museums and art galleries
- Political and educational institutions
- Religious institutions

Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray the nation and its people, reflecting the diversity and character of a country.

B. Traditions

- Pilgrimages

- Fairs and festivals
- Arts and handicrafts
- Dance
- Music
- Folklore
- Native life and customs

C. Entertainment

- **Amusement and recreation parks**
- **Sporting events**
- Zoos
- Cinemas and theatre
- Night life
- Cuisine

D. Business

- Conventions
- Conferences

3. Symbiotic Tourism Products

Some tourism products do not fall into the above categories. Wildlife sanctuary, Marine parks, Aero products and Water sports, Flower festivals are the example of tourism products which are a blending of nature and man.

Nature has provided the resource and man has converted them into a tourism product by managing them. National parks for example, are left in their natural state of beauty as far as possible, but still need to be managed, through provision of access, parking facilities, limited accommodation, litter bins etc.

Aerial adventure sports include the following activities

- Parachuting
- Sky Diving
- Hang Gliding
- Para Gliding
- Para Sailing
- Bungee Jumping
- Ballooning

Water based adventure sports include the following

- (a) White water rafting
- (b) Canoeing and Kayaking
- (c) Adventure sports in the waters of the sea like wind surfing, scuba diving, snorkeling, yachting, water skiing, etc. also offer thrilling activities to the tourists.

Land based adventure tourist products include the following:

- (a) Rock climbing
- (b) Mountaineering
- (c) Trekking
- (d) Skiing
- (e) Motor Rally
- (f) Safaris

Content/ Topic 3: Techniques for interpreting general information of tourism product

The following Techniques for interpreting general information of tourism product are included

- Role playing
- Using different voice techniques
- Story-telling
- Playing of games
- Conducting activities
- Presenting demonstrations
- Delivering participant interaction situations
- Holding sensory awareness exercises
- Using materials to enhance illustration and experiences
- Utilizing technology to assist with delivery
- Identifying further links where interested participants can find more information

LO 2.2: Interpret specific details about the product and accurate application of this information to meet the particular sales or operational need.

Content/ Topic 1: Specific details about the product

Specific details about the product may include:

- Costs, tariffs and rates
- Additional taxes and levies imposed
- Currency applied to the cost
- Terms, conditions and rules
- Scheduling information
- Product codes
- Booking procedures
- Point of departure
- Route taken
- Point of conclusion or disembarkation
- Touring inclusions and exclusions technical specifications for audio-visual and other meetings and events equipment
- Specifications for products to be branded with corporate details

LO 2.3: interpret any special jargon or specifications in product information and accurate application of these to meet the particular sales or operational need

Content/ Topic 7: Special jargon or specifications

Special jargon or specifications may include:

- Industry terminology like Pax, round trip, walk in, go show
- Common abbreviations used in the tourism industry like LON, BA, RA, KGL, and other code
- Use of the 24-hour clock
- Technical capacity of equipment

Interpreting codes, abbreviations and terminology

2.3.1. Phonetic alphabet

To avoid confusion with accents and different types of speech and to eliminate spelling mistakes with names and booking details, the phonetic alphabet is routinely used.

For example: Tour code: JA800 = Juliet / Alpha 800

Letter	Phonetic code	Letter	Phonetic code	Letter	Phonetic code	Letter	Phonetic code
A	Alpha	H	Hotel	O	Oscar	V	Victor

B	Bravo	I	India	P	Papa	W	Whiskey
C	Charlie	J	Juliet	Q	Quebec	X	X-ray
D	Delta	K	Kilo	R	Romeo	Y	Yankee
E	Echo	L	Lima	S	Sierra	Z	Zulu
F	Foxtrot	M	Mike	T	Tango		
G	Golf	N	November	U	Uniform		

2.3.2. The 24-hour clock

The 24-hour clock is used in the travel industry throughout the world. In particular, the times in your CRS (common reporting standards) system are represented by the 24-hour clock and both domestic and international tickets are issued using the 24-hour clock. It is represented with four digits.

2.3.3. Airport city codes

Three letter codes are used for all cities and airports throughout the world. The city and the main airport will often share the same code, however this is not always the case (e.g. LON = London and LHR = London Heathrow Airport). Your CRS/GDS system is used to encode or decode cities and airports.

- **JNB:** Johannesburg
- **KGL:** Kigali,
- **NBO:** Nairobi
- **EBB:** Entebbe
- **JRO:** Kilimanjaro
- **AMS:** Amsterdam
- **SIN:** Singapore
- **SFO:** San Francisco
- **MIA:** Miami
- **SYD:** Sydney etc

2.3.4. Airline codes

Airlines have two letter alpha airline codes. Here are some global examples.

- **WB:** Rwanda Air
- **SN:** Brussels Airlines
- **SA:** South Africa air

- **BA:** British air
- **AA:** American
- **AC:** Canada
- **AF:** air France
- **CA:**China air,etc

2.3.5. Cruise ship terminology

The following terms are commonly used when dealing with cruises.

- **Aft :** Toward the stern (back)
- **Adjoining cabins:** Cabins that are next to one-another
- **Berth :** The bed or beds within the cabin
- **Bow :** Front of the ship
- **Bridge;** Ship's navigational control centre
- **Cabin :** Room on a ship
- **Captain :** Person in command of a ship
- **Category:** Price gradient cabins from the most expensive to the least expensive
- **Deck plan:** Diagram illustrating cabin and public room locations in relation to each other
- **Disembark:** Exit from the ship
- **Double occupancy:** Cabin shared by two people
- **Embark:** Board the ship
- **Free style:** No set meal times
- **First sitting:** Earlier of two meal times, usually around 1800 hours
- **Forward :** Toward the front of the ship
- **Gangway:** (door) For embarking or disembarking from the ship
- **Gratuities:** Passenger expression of thanks to the ships service personnel for services
- **Inside cabin:** A cabin with no window, or porthole
- **Lower berth:** Bed of a cabin located on the floor
- **Mishap :** Towards the middle of the ship
- **Outside cabin:** A cabin having with a porthole, or window
- **Port:** The left-hand side of a ship as one faces forward
- **Second sitting:** Later of two meal times, usually around 2000 hours
- **Shore excursions:** Sightseeing tours, or activities offered while at a port-of-call
- **Stern Rear end of ship:** Rear end of ship
- **Steward:** Person who looks after the passengers aboard

- **Starboard:** The right-hand side of a ship as one faces forward
- **Suite:** A cabin and a sitting room area
- **Sole use :** A cabin occupied by one passenger
- **Ports of call :** Stopovers on a cruise itinerary
- **Purser :** A ship's officer in charge of money and accounts
- **Private facilities :** A cabin with its own bathroom facilities
- **Tax and port charges:** Additional charges to help defer the docking fees charged by the port or country
- **Quad cabin :** A cabin that accommodates four passengers
- **Upper berth :** The top (bunk) bed in a cabin

2.3.6. Tours terminology

The following terms are commonly used when dealing with tours.

- **2nd Tour discount:** Discount for booking another tour
- **Baggage handling:** An additional cost used for tipping
- **BB :** Meal code for included buffet breakfast (bed and breakfast)
- **CB :** Meal code for included continental breakfast
- **Cost per day :** The total cost of the tour divided by the number of tour days
- **D :** Meal code for included dinner
- **HB:** only one meal is included in room price
- **B:** bed only
- **FB :** full board (all meals are included in room price)
- **Early bird Special:** Discount for booking and/or paying early
- **Escorted:** A company representative accompanies the tour
- **Food kitty:** Payment paid to cover food on tour
- **Guaranteed departures:** Regardless of numbers the tour will depart
- **Guided tour:** A tour which has a tour guide
- **Hotel list:** List of hotels to be used on tour
- **Inclusions:** What is included
- **L:** Meal code for included lunch
- **Local guides:** Specialist guides engaged in particular places
- **Option date:** Date by which the deposit must be paid
- **Optional tour:** Not included in tour price – extra
- **Past passenger discount:** Not a first time passenger with this company

- **Pre accommodation:** Accommodation before the tour
- **Post accommodation:** Accommodation after the tour
- **Price guarantee:** Once fully paid the price cannot increase
- **Seat rotation:** Process of daily rotation of passenger seating
- **Single supplement:** Additional amount to be paid for single accommodation

2.3.7. Car hire terminology

The following terms are commonly used when dealing with car hire.

- **Accessories:** Baby seat, roof rack, snow chains etc
- **Air con :** Air conditioning
- **Additional driver:** Additional to the main driver
- **A day's car hire:** A 24 hour period
- **Airport taxes & fees:** Payable for airport pick-up/drop-off
- **ALI:** Additional Liability Insurance
- **Berth:** Sleeping accommodation in motor homes
- **Bond/Deposit :** Amount held pending return of the vehicle in the same condition as rented
- **CDW:** Collision Damage Waiver insurance
- **Daily rate:** Price per day for car hire
- **Depot:** Place to pick-up and drop-off
- **Drop-off :** City and depot to return car
- **Excess :** The amount to be paid in the event of an accident (covers your vehicle and other vehicle)
- **Extra's:** Not included in rental and pay locally when vehicle is collected
- **Floor plan:** Lay-out of motor home
- **GPS:** Global Positioning System
- **Late return charges:** Payable if vehicle not returned on time
- **Leasing:** Long term rental of 'new' vehicle
- **LDW:** Loss Damage Waiver
- **Limited mileage:** Charged for distance travelled
- **Long term rate:** Price for rental over a specified period
- **Manual/Automatic:** Manual or Automatic transmission
- **MAX PAX :** Maximum passengers
- **Never lost :** Global Positioning System
- **One way fee:** Fee imposed to cover the cost of returning the vehicle back to the pick-up location
- **One way rental:** The pick-up and drop-off cities are different

- **PAI:** Personal Accident Insurance
- **PEC:** Personal effect cover
- **Petrol/Diesel:** Type of fuel
- **Pick-up:** City and depot to collect car
- **Premium location surcharge:** Applied for selected downtown and railway locations
- **Rental period:** The period from date & time of collection to date & time of drop-off
- **Senior driver surcharge:** Payable by drivers over a specified age
- **Theft protection:** Insurance against theft of vehicle or vandalism
- **Third party:** Provides cover against injury of people other than the driver of the rented vehicle
- **Unlimited mileage:** Not charged for distance travelled
- **Weekly rate:** Price per week for car hire

2.3.8. Rail travel terminology

The following terms are commonly used when dealing with rail travel.

- **A rail travel day:** Midnight to midnight
- **A rail travel month:** A calendar month
- **Accessible room:** Compartment for wheelchair passengers, two beds, private bathroom including toilet, shower and basin
- **Bedroom :** By day a reclining sofa and arm seat, by night an upper and lower bed with private facilities
- **Child pass (Britrail):** Children aged 4-11 years inclusive travel free when not occupying a seat (if under 4 years of age)
- **Child pass (Eurail) :** Children aged 5-15 years inclusive
- **Consecutive pass:** Used over consecutive days
- **Couchettes (Europe):** Open bunks in a compartment, which accommodate four or six passengers
- **Duration:** How many days the pass can be used
- **Eligibility:** Who can purchase the product
- **Family bedroom:** Compartment for families. Reclining seats which convert to two upper and two lower beds. Sleeps two adults and two young children per compartment
- **Flexi pass:** Used on a specified number of days
- **Hotel trains (Europe):** Offer the privacy of hotel style rooms
- **Party pass:** Discount available when 3-9 passengers travel together on all sectors
- **Point to point tickets:** Travel along the same route from one point to another point with stopovers permitted along that same route

- **Roomette:** A comfortable reclining seats which converts to an upper and lower bed at night
- **Sleepers:** Bedroom which accommodate up to four people
- **7pm rule :** Travel after 7pm must enter next day on the pass
- **Validity :** When the pass can be used

2.3.9. Accommodation terminology

The following terms are commonly used when dealing with accommodation.

- **Double (DBLB) :** Two people sharing a room with a double/queen/king bed provided
- **MAX PAX:** Maximum people allowed in the room
- **Roll away:** Extra sleeping accommodation which is rolled away during the day
- **Run of house (ROH) :** Passengers will be allocated the most suitable room type upon check in to the hotel
- **Sole use:** One person using the room only
- **Season:** The date range applicable to a particular rate
- **Split season cost:** This applies when a client's stay is spread over different seasons
- **Twin share (TWN):** Two people sharing a room with two single or double beds provided
- **B&B :** Bed and breakfast
- **BBP:** Bed and breakfast provisions
- **BCB:** Bed and continental breakfast
- **Check-in time:** The earliest time the passengers may check-in to the room
- **Check-out time:** The latest time the passenger must check-out of the room
- **Late check-out:** Where the check-out time is extended FOC or it has been pre booked and pre-paid
- **Late arrival:** Usually an arrival after 1800 hours
- **Credit card guarantee:** Credit card number provided to hotel in order to hold the room

2.3.10. Insurance terminology

The following terms are commonly used when dealing with insurance.

- **Limits:** Special conditions applying to people of a certain age
- **Duty of disclosure:** Passengers must disclose all relevant details for the cover to be valid
- **Eligibility:** Who is eligible for cover
- **Emergency assistance contact:** The contact number to call in the event of an incident requiring assistance from the insurance company
- **Excess:** The amount to be paid for each claim arising under the policy

- **Exclusions:** What is not covered
- **PDS:** Product Disclosure Statement
- **Premium:** The amount paid for the policy
- **Pre-existing medical conditions:** Medical conditions existing at the time of policy issue
- **Specified item:** Items for which specific cover is required

LO 2.4: Identify and assess any customer, sales or operational risks that relate to the product and application of these to meet the particular sales or operational need.

Content/ Topic 8: Risks that relate to the product

Risks that relate to the product may include:

- Product price increase
- Fluctuations in exchange rates
- unclear product, tax and levy costs
- unclear product provision deposit, payment and cancellation terms and conditions
- seasonal non-availability of the product
- Non-operation of the product (cancelled tour departure)
- Safety risk to customer in participating in touring activities, e.g. with adventure activities
- Limitations in participation due to incapacity, e.g. age, disability or special licence requirements, such as driver's licence

Products that cause negative environmental, cultural or social impacts such:

- Damage to environmentally or culturally sensitive areas or sites
- Disturbance or injury to fauna
- Physical damage to flora
- Introduction of exotic and feral species
- Damage to roads, tracks and fire trails
- Pollution from vehicle emissions and unmanaged waste
- Noise disturbance to the local community
- Trivialization of culture

Learning unit 3: Consult with the local community

LO 3.1: Consult community members about cultural tourism activities

Different community members available in a community group, these can comprise:

- Community leaders and elders
- People who have a long time in the area
- Individuals with detailed/in-depth knowledge of certain local aspects
- Local celebrities and sports stars

Content/ Topic 1: The focus of cultural interpretation

The focus of cultural interpretation may include:

- **Art**

Is a diverse range of human activities in creating visual, auditory or performing art facts (artworks), expressing the author's imaginative, conceptual ideas, or technical skill, intended to be appreciated for their beauty or emotional power.

- **Dance**

Is a performing art form consisting of purposefully selected sequences of human movement. This movement has aesthetic and symbolic value, and is acknowledged as dance by performers and observers within a particular culture.

- **Music**

Music is an art form, and cultural activity, whose medium is sound. General definitions of music include common elements such as pitch, rhythm, dynamics, and the sonic qualities of timbre and texture. Different styles or types of music may emphasize, deemphasize or omit some of these elements.

- **Storytelling**

Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

- **Tools and implements**

Is any instrument or simple piece of equipment that you hold in your hands and use to do a particular kind of work. For example, spades, hammers, and knives are all tools. I find the best tool for the purpose is a pair of shears. Synonyms: implement, device, appliance, apparatus More Synonyms of tool.

- **Bush foods and medicine.**

It describes any native fauna or flora used for culinary or medicinal purposes, regardless of the continent or culture.

- **Lifestyle**

Lifestyle is the interests, opinions, behaviours, and behavioural orientations of an individual, group, or culture

- **Government**

It is the system or group of people governing an organized community, often a state. In the case of its broad associative definition, government normally consists of legislature, executive, and judiciary.

- **Dressing code**

It is a set of rules, often written, with regards to clothing. Dress codes are created out of social perceptions and norms, and vary based on purpose, circumstances and occasions. Different societies and cultures are likely to have different dress codes, Western dress codes being a prominent example.

- **Religion**

A controversial and complicated subject in religious studies with scholars failing to agree on any one definition. Oxford Dictionary defines religion as the belief in and worship of a superhuman controlling power, especially a personal God or gods.

LO 3.2: Prepare and conduct tourism activities according to the needs and wishes of the local community

Content/ Topic 1: Cultural experience

Cultural experience may take place in:

A. Traditional dance

Traditional dancing can be another term for folk dance, or sometimes even for ceremonial dance. The term 'Traditional' is more frequently used when the emphasis is on the cultural roots of the dance. ... Traditional

dancing is generally more of a social activity rather than competitive, but it is normally choreographed.e.g: ikinimba, umushayayo

B. Traditional games

Are those games within a society that people have played for many years, because participation gives them a chance to practice something that has meaning within their society?

C. Traditional sport

Are those which are have their own history, being played for centuries and have some strict rules to be followed? Example of some traditional games: IGISORO

D. Traditional wedding

A marriage established between two people of the opposite sex. Traditionalmarriage(Noun) A civil marriage that is religiously and legally approved but is not a domestic partnership, civil union (or similar) or common law marriage between a man and a woman.

E. Traditional cuisine/gastronomy

Is specific set of cooking traditions and practices, often associated with a specific culture or region. Each cuisine involves food preparation in a particular style, of food and drink of particular types, to produce individually consumed items or distinct meals. A cuisine is frequently named after the region or place where it originated. A cuisine is primarily influenced by the ingredients that are available locally or through trade. Religious food laws can also exercise a strong influence on such culinary practices.

Learning Outcome3.3: Identify potential conflicts within the local community in relation to tourism activities and seek solutions through appropriate consultation.

Content/ Topic 1: identify conflict within the local community

a. The Reasons to identify conflict within the local community like:

- Avoid legal action for breach of Duty of Care – that is, being sued for damages
- Protect the safety of tour group members, tour staff, members of the public and the local community
- Guard against damage to the site
- Make better operational decisions
- Protect the environment from negative impacts
- Keep the physical resources used safe from damage or loss
- Make sure the activity can be undertaken in a safe manner/identified hazards are controlled

- Maintain the safe reputation of the Tour Operator
- Keep insurance premiums low.

b. Conflicts within the local community in relation to tourism activities

Conflicts within the local community in relation to tourism activities may include:

- **Language differences**

Is a rule governed language style that deviates in some way from the standard usage of the main stream culture” (Paul, 2004, p. 166). A dialect refers to a variation in language that is.

- **Cultural shock**

Culture shock is an experience a person may have when one moves to a cultural environment which is different from one's own; it is also the personal disorientation a person may feel when experiencing.

- **Displacement**

The action of moving something from its place or position

- **Hostility**

It is an unfriendly or warlike feeling

- **Human wildlife conflict**

Human-wildlife conflict refers to the interaction between wild animals and humans, and the resultant negative impact on people, animals, resources, and habitats. It occurs when growing human populations overlap with established wildlife territory, creating competition for space and resources.

Solution

- **Revenue sharing**

Revenue sharing is the distribution of revenue that is the total amount of income generated by the sale of goods and services, among the stakeholders or contributors.

- **Compensation**

It is a group of interacting people sharing an environment. In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness.

- **Local community education program**

It is a program written by the institution or ministry of education which determines the learning progress of each subject in all the stages of formal education.

- **Local community involvement in decision making**

Community involvement is the power to bring positive, measurable change to both the communities in which you operate and to your business. Community involvement examples include in-kind and financial donations, employee volunteer days, enduring non-profit partnerships, and more.

Learning unit4: Interpret aspects of local culture for customers.

Learning Outcome4.1: Identify possible themes and messages for the activity

Content/ Topic 1: Process of identifying and developing possible themes and messages for tourism activity.

All interpretive activities must have a definite focus in terms of the messages and themes they seek to communicate.

A 'message' (sometimes more properly known as an interpretive message) is an uncomplicated stand-alone but important statement which makes sense on its own but nonetheless underpins and supports the theme for an activity.

The 'theme' for the activity (or the tour) is often referred to as 'the take home message' for the visitors – the use of the word 'message' in this commonly used definition is partly responsible for the confusion that exists regarding distinction between the two terms.

"The best interpretation is characterized by a clear sense of purpose. Theme statements provide a point-of-view or an approach to a particular subject. They are concise. The best theme is a simple, complete idea that defines the informational scope and the perspective to be offered. Interpretive themes offer a bridge for visitors to help them understand the significant natural, cultural, and recreational resources of a park."

Content/ Topic: Factors and Types of messages and themes for interpretive activity

a. Types of messages and themes for interpretive activity

"A **unifying theme** or overall theme is used when planning park visitor centers or multi-subject exhibits.

The unifying theme provides a conceptual focus and general approach for the interpretive offerings.

It establishes the overall tone and direction and implies the desired outcome interpretation should have on visitors' attitudes and perspectives.

The unifying theme is presented through the interpretation of the primary, secondary, and supporting themes."

"Primary themes define the most essential ideas, like the chapters in a book. Primary themes carry the common thread of the unifying theme to tell a complete story."

"Supporting themes (also called subthemes) provide more detailed perspectives on one or more of the primary themes."

"Secondary themes provide valuable, but non-essential information related to the unifying and primary themes. Like sidebars or footnotes in an article, secondary themes may be only tangentially related to the unifying theme."

And:

- "Themes must relate to visitor interests, the resources and the mission of the park.
- Themes need a clear point of view expressed as a simple statement or question.
- Themes should show relationships and processes—not just facts.

A theme is the central or key idea of any presentation. When communicating with your visitors, the audience should be able to summarize the main point of the program in one sentence. This sentence would be the theme. Development of a theme provides organizational structure and clarity of purpose of the program

Process of Identifying and developing possible themes and messages for tourism activity.

- Know what you really want
- Set the target
- Know your audience

b. Factors to consider while identifying and developing possible themes and messages for the activity

- Customer needs-To provide theme according to customer needs
- Type of activities-provide it according to the type and mode of activities
- Language to be used- consider the language to be used while giving the theme
- Tools used to give theme- refer to the tools of communication used to deliver theme
- Size of the group – observe the group size

LO 4.2: Identify and access a range of potential information using resources, and consulting relevant specialists in appropriate manner

Content/ Topic 14: Key resources of information

➤ **Brochures**

A brochure is an informative paper document that can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or pack

➤ **Newspapers**

A printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.

➤ **Internet**

A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

➤ **Books**

A book is a medium for recording information in the form of writing or images, typically composed of many pages bound together and protected by a cover. The technical term for this physical arrangement is codex.

➤ **Interviews and observation**

Observational interview refers to a process of passive employee observation in the company, assessing their skills and job tasks in order to gather the information for employee's further assessment and insight.

➤ **Relevant company visits**

Company visits are a great way to:

- Learn about the work environment and culture of a **company**.
- Learn if a field/industry is right for you.
- Network with professionals (some of whom may be future employers).
- Get a better understanding of what professionals in the field are doing.

LO 4.3: Develop activity using creative and interpretive techniques

Content/ Topic 1: Interpretive and Creative techniques while developing an activity

➤ **Informative techniques**

The informative technique I'll focus on throughout my speech is explanations. I need to provide my audience with a series of causal connections between events that have occurred from the very beginning of the rising popularity of streaming services to now, when streaming services are widely used and have totally changed the music industry

➤ Persuasive

Persuasive means: able to cause people to do or believe something.

Marketers use persuasive advertising to increase the demand for an existing good, service, or organization. The idea is persuade a target audience to change brands, buy their product, and develop customer loyalty. After the purchase, the quality of the product will dictate whether or not the customer will remain loyal or return to the previous brand. Persuasive advertising is highly competitive when there are similar products in the marketplace, and products are competing for their share of the market. In this situation, the winning product will differentiate itself from the competition and possess benefits that are superior to, or compete strongly with, the competition. Comparative approaches are common place, either directly or indirectly.

➤ Reminder

Reminder means: something that calls a memory or thought to the mind. Reminder are those found on matchbooks and pencils and in skywriting, as well as the more traditional media vehicles. Advertising designed to remind consumers of the benefits of a product or service, or of their current need for those benefits. Reminder advertising reinforces previous promotional information. The name of the product, testimonials of past customers, public response, and sales techniques are repeated in the hopes of reminding past customers and garnering new ones. It is used to keep the public interested in, and aware of, a well-established product that is most likely at the end of the product life cycle

LO 4.4: Identify hazards for customers and service provider at the site, conduct a risk assessment and incorporate control measures

Content/ Topic 1: Ways to identify hazards

A hazard is any source of potential damage, harm or adverse health effects on something or someone.

- Identify the hazard by carrying out a workplace risk assessment
- Determine how employees might be at risk
- Evaluate the risks
- Record and review hazards at least annually, or earlier if something changes.

10 proactive hazard identification methods here are a few examples of methods you could adopt to identify health and safety hazards before an incident occurs:

- Conducting pre-start discussions on the work to be carried out
- Encouraging workers to recognize and highlight hazards while performing work
- Carrying out safety inspections and audits of the workplace and work procedures

- Conducting job safety analyses (or similar task evaluation processes)
- Monitoring, measuring and testing the working environment, such as noise monitoring, electrical testing and atmospheric testing
- Analysing proposed new or modified plant, material, process or structure
- Conducting hazard (or risk) surveys
- Reviewing product information, e.g. Safety data sheets, operating manuals;
- Researching publicly available data on hazards, e.g. Media articles, industry or safety regulator alerts.
- Looking at past incident and near-miss reports.

Content/ Topic 2: Risk assessment

Risk assessment may involve assessment of:

- Customers' abilities to fully engage in all activities (e.g. Customer health issues)
- Blocked ways, inaccessible tour routes
- Health or safety hazards associated with weather and exposure, e.g. Insufficient shade or protection from rain
- Health or safety hazards associated with insufficient distance or protection from local wildlife
- Crowded-related issues
- Health or safety hazards associated with activities to be undertaken
- The cultural or environmental sensitivity of areas to be visited and use of minimal impact practices to protect and sustain these
- Potential service delivery difficulties
- Tight timing or scheduling.

LO 4.5: Develop messages and themes to meet customer needs

Content/ Topic 11: Factors and Techniques to consider when developing messages and themes supporting information:

- Factors to consider when developing messages and themes supporting information**
 - Purpose of the activity: The reasons why customer choose and select to come at the destination
 - Types of customer: the segment of the customer if they are male, women, employees, youth, adventure, leisure,
 - Time constraint : Time It will take to enjoy the activity
 - Group size : how many members are the group
- Techniques of developing interpretive activity messages and themes**

Appropriate techniques provide the audience with opportunities to make their own intellectual and emotional connections to resource meanings. The best writers, speakers, and communicators use various, multiple, and often interwoven techniques to create interpretive opportunities.

- Identify the specificity of theme
- Have a proper focus
- Go through the target
- The remarks have to be announced

c. How do you write an interpretive theme?

- Interpretive themes contain one key concept.
- Interpretive themes are stated as a short, simple, complete sentence.
- Interpretive themes reveal the overall purpose of the exhibit, experience, program or activity.
- Interpretive themes should be interestingly and motivationally worded.

d. Here are some examples of interpretive themes:

- We manage our habitats to benefit both people and wildlife.
- Garden wildlife needs your help to thrive.
- Tropical forests around the world have plants that heal people.
- Living below stairs at Wilton House was full of daily challenges.
- We need to preserve wetlands for five reasons.
- Steam engines changed our lives in three important ways.

In simple terms visitors exiting your heritage site should be able to summarize the interpretive theme of the site presentation, exhibit, activity, program or experience in one succinct sentence that mirrors your stated theme.

LO 4.6: Develop resources to support the activity within designated timelines.

Content/ Topic 19: Type of resources to support the tourism activity

Resources to support the tourism activity may include:

- **Brochures**

A brochure is an informative paper document that can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet

- **Binocular**

Binoculars or field glasses are two telescopes mounted side-by-side and aligned to point in the same direction, allowing the viewer to use both eyes when viewing distant objects. Most are sized to be held using both hands, although sizes vary widely from opera glasses to large pedestal mounted military models

- **GPS (Global Positioning System)**

The Global Positioning System, originally NAVSTAR GPS, is a satellite-based radio navigation system owned by the United States government and operated by the United States Space Force.

- **First aid kit**

A first aid kit is a collection of supplies and equipment that is used to give medical treatment. There is a wide variation in the contents of first aid kits based on the knowledge and experience.

- **Hiking Sticks**

Trekking poles (also known as hiking poles, hiking sticks or walking poles) are a common hiking accessory used to assist walkers with their rhythm and provide stability on rough terrain.

- **Compass**

A device having a magnetic needle that indicates direction on the earth's surface by pointing toward the north.

LO 4.7: Develop activity within budget to meet agreed objectives in consultation with colleagues.

Content/ Topic 1:Developing activity to meet agreed objectives in consultation with colleagues

c. Activities like subjects which may be the focus of interpretive guiding/activities

Activities like subjects which may be the focus of interpretive guiding/activities include:

- Flora and fauna
- Domestic and farm animals
- History and heritage
- Culture, arts and entertainment
- Sport and recreation
- The general natural environment
- The built environment
- Festivals, seasons and religious observances

d. Factors to consider when developing activity to meet agreed objectives in consultation with colleagues: budget restrictions

- **Purpose of the activity,**

Activity definition refers to the process of parsing a project into a number of individual tasks which must be completed before the deliverables can be considered completed. Activity definitions rely on a number of specific input processes.

- **Time constraint:** refers to the limitations on the start and end times of a project.
- **Group size:** is the number of individuals within a group
- available product,

- budget,
- available information of the product,
- accessibility,
- Cost....

LO 4.8: Promote activity in conjunction with relevant colleagues and according to organization marketing objectives

Content/ Topic 21: Promote activity in conjunction with relevant colleagues

a. Relevant colleagues

These colleagues may involve:

- Tour Guides who present the tours and/or activities
- Drivers who assist with the tours/activities
- Internal sales staff – who sell tickets/tours/activities
- Agents and partners who assist in selling the tours/activities
- Presenters, performers and others used in the interpretive activities.

b. Strategies to promote tourism activities

Promotional Mix: is the cost-effective combination of personal selling, advertising, direct marketing, sales promotion, and public relations strategies used to reach company goals.

- a) **Personal Selling:** Face to face selling and telephone sales are most often used in a business-to business context. Personal selling can lead to a long-term relationship with the customer

Useful of personal selling

Personal selling is used to the following

1. Business to business product/service selling
2. New product launch

- b) **Public relation:** means using the media to convey the messages you want to give out about your organization or product

Can be used for:

1. Profile raising
2. News announcements, for example a new project being undertaken
3. New product launch
4. Crisis management

- c) **Sales promotion**; refers to short term incentives offered to stimulate on the spot buying. one of the most popular is 'Buy One Get One Free', or 'Buy One, Get One Half Price. Sales promotions mainly change short-term behavior, for example encouraging shoppers to stock up, and can have minimal impact on long-term shopping habits.

The objectives of sales promotion

1. Stimulating demand
2. Building goodwill
3. Driving out or decreasing seasonal decline
4. Educating customers

d) Advertisement

Advertising can use many different channels, including TV, radio, newspaper trade magazines, Internet and SMS messaging.

Objectives of advertising

You can use advertising to:

1. Raise awareness
2. Educate the market
3. Persuade the market
4. To create demand
5. To face competition

e) Publicity

- means something that attracts the attention of the public
- Attention that is given to someone or something by newspapers, magazines, Television news programs, etc.

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