



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

LEARNING GUIDE

FOR

TOURS AND TRAVEL OFFICER

CUSTOMER SERVICE MANAGEMENT

LEVEL 6



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1 Program Title: Tourism manager

2 Competency: Customer service management

This unit is about managing customer service. It involves developing and implementing customer communication system, handling tour and travel contingencies, safety and security issues and preparing customer service report

3 Introduction

In the tourism and hospitality industry, the success or failure of our businesses and destinations depends on service. Some, however, deliver consistently higher levels of customer service. Why and how are they able to do this? This chapter will try to answer these questions as we explore the fundamentals of customer service in the context of a competitive global tourism environment.

4 Performance standard

By the end of this training the trainee should be able to develop and implement internal and external communication systems, manage tour and travel contingencies, manage tour and travel safety and security issues and preparing customer service reports.

5 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

5.1 Outcome #1: Develop and implement customer communication system

LEARNING OUTCOME #1: Develop and implement customer communication system	
Learning Activities	Special Instructions
Trainers' activities 1) Facilitate theory on: - Internal and external communication systems, - Communication and modes of communication. - Types of customers: internal and external customers 1) Set internal and external customer communication standards 2) Identify channels of communication with internal and external customers 3) Create internal and external customer communication standard procedures. 4) Implement customer communication standard procedures Student assignment i. Develop internal and external communication tools	• Provide sample memos, letters, and notices. • Communicative approach will be used. Particular emphasis will be laid on oral expression, which will be carried out through: role play, dramatization, presentations, comprehension texts, videos, audio tapes. The unit will involve lots of speaking/active practice, role-plays and lots of listening, pronunciation – key sounds

5.1.1 Tools, Equipment, Supplies, and Materials

- Computers
- Telephone
- SOPs
- Office stationery
- Sample communication standards
- Sample emergency contact list
- Sample customer communication standard procedures
- Sample communication tools
- Customer feedback systems

5.1.2 References

- Content Manual Section 1
 - Edwards, N (2000). Language for business: effective needs assessment, syllabus design and materials preparation in a practical ESP case study. English for Specific Purposes.
 - Essays, UK. (November 2013). Communication In The Hospitality And Tourism Industry Communications Essay.

- Louhiala-Salminen, L. (1996). The business communication classroom vs reality: what should we teach today? *English for Specific Purposes*, 15 (1), 37-51.
- Smythe J. (1996). The changing role of internal communication in tomorrow's company. *Managing Service Quality* Vol. 6 No. 2.
- Stohl, C. (2005). "Organizational Communication: Connectedness in Action." Sage.

5.1.3 Assessment Tool for Outcome # 1

- Observation
- Written test
- Third party report

5.2 Outcome #2: Manage tour contingencies

LEARNING OUTCOME #2: Manage tour contingencies	
Learning Activities	Special Instructions
Trainers' activities 1) Facilitate theory on: a. Contingency situations. b. Contingency measures. c. Resources for handling tour contingencies. 2) Identify contingency situations 3) Evaluate mitigation measures. 4) Identify sources securing resources for handling tour and travel contingencies. 5) Demonstrate handling tour and travel contingencies. Student assignment i. Using a given case study, identify contingency situations and develop mitigation measures to address the situations.	• Provide a case study on tour and travel contingency situation. •

5.2.1 Tools, Equipment, Supplies, and Materials

Tour and travel contingency situation case studies

5.2.2 References

- Content Manual
- Chand, M. (2007). Travel agency management: An introductory text (2 ed.). New Delhi: Anmol Publications PVT Ltd.
- Negi, J. (1997). Travel agency and tour operation: Concepts and principles. New Delhi: Kanishka.
- Syrratt, G., & Archer, J. (2003). Manual of travel agency practice (3 ed.). Oxford: Elsevier: Butterworth and Heinemann.

5.2.3 Assessment Tool Outcome # 3

Written test

Observation

Oral questioning

5.3 Outcome #3: Manage tour and travel customer safety and security issues

LEARNING OUTCOME #3: Manage tour and travel customer safety and security issues	
Learning Activities	Special Instructions
Trainers' activities 1) Facilitate theory on: a. Safety and security issues in the tourism industry and their mitigation measures. b. Resources for handling safety and security issues. c. Legal framework on safety and security. d. Basic first aid. 2) Identify resources for handling safety and security issues and securing availability of the resources. 3) Outline possible safety and security issues 4) Develop possible mitigation measures. 5) Address safety and security issues Student assignment i. Drill on a safety and security related issue that are likely to happen	• Communicative approach will be used. Particular emphasis will be laid on oral expression, which will be carried out through: role play, dramatization, presentations, comprehension texts, videos, audio tapes. The unit will involve lots of speaking/active practice, role-plays and lots of listening, pronunciation – key sounds

5.3.1 Tools, Equipment, Supplies, and Materials

- Computers with internet
- Reservation systems
- Office stationery
- Standard operating procedures
- Customer feedback systems
- Sample mitigation procedures
- Risk register
- Emergency contact list.

5.3.2 References

- Content Manual
- Chand, M. (2007). Travel agency management: An introductory text (2 ed.). New Delhi: Anmol Publications PVT Ltd.
- Negi, J. (1997). Travel agency and tour operation: Concepts and principles. New Delhi: Kanishka.
- Syrratt, G., & Archer, J. (2003). Manual of travel agency practice (3 ed.). Oxford: Elsevier: Butterworth and Heinemann.

5.3.3 Assessment Tool Outcome # 4

Written test

Observation

Oral questioning

Third party report

5.4 Outcome #4: Prepare customer service reports

LEARNING OUTCOME #4: Prepare customer service reports	
Learning Activities	Special Instructions
Trainers' activities 1) Facilitate theory on: a. Types of customer service reports. b. Customer service charter. 2) Prepare customer service reports 3) Evaluation customer service reports 4) Implement of customer service report recommendations Student assignment i. Using a given case, prepare a customer service charter for the organization. ii. Develop customer service report evaluation tools	• Provide sample service charters • Provide sample customer service reports •

5.4.1 Tools, Equipment, Supplies, and Materials

Sample service charters

Sample customer service reports

5.4.2 References

- Content Manual
- Gitomer J. (1998), Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know
- Gronross, C. (2002) Strategic Management and Marketing in the Service Sector, Swedish school of Economics and Business Administration, Hellsinki.
- Price B. & Jaffe D. (2008) The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs

5.4.3 Assessment Tool Outcome # 5

- Observation
- Written test
- Oral questioning