

101506T4TTM**TOURISM AND TRAVEL MANAGEMENT LEVEL 6****TO/OS/TM/CR/05/6/A****MARKET TOUR AND TRAVEL PRODUCTS****July/August 2023**

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

PRODUCT CHECKLIST

CANDIDATE'S NAME & REGISTRATION NO.			
ASSESSOR'S NAME & REG. CODE			
UNIT(S) OF COMPETENCY			
VENUE OF ASSESSMENT			
DATE OF ASSESSMENT			
Items to be evaluated:	Maximum marks to allocate	Marks obtained	Comments
. Problem Recognition: • Tourist Need and wants recognized • Meals • Transport • Attractions • Amenities, • Accommodation, • tour information • adventure	12		

• business • leisure • recreation <i>(award 1mark for each correctly organized item 1x12=12marks)</i>			
Information search: • Brochures • media • internet • social media • Hotel tariffs • Tour experts • Travel intermediaries • Tour principals (Airlines, hotels) • friends <i>(award 1mark for each correctly organized item 1x7=7marks)</i>	07		
Evaluation of Alternatives: • Quality • Cost • Preferences • Price • Features <i>(award 1mark for each correctly demonstrated activities 1x5= 5marks)</i>	05		
Purchase decision: • Product • Package • Payment method • Storage/timing <i>(award 1mark for each correctly described tour product 1x3= 3marks)</i>	03		
Purchase: • Product Availability • Time of purchase <i>(award 1mark for each correctly communicated condition 1x2= 2marks)</i>	02		