

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/CR/05/5/A

MARKET TOUR AND TRAVEL PRODUCTS

July/August 2023



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

**ASSESSORS GUIDE
PRODUCT CHECKLIST**

PRODUCT CHECK LIST			
CANDIDATE'S NAME & REGISTRATION NO.			
ASSESSOR'S NAME & REG. CODE			
UNIT(S) OF COMPETENCY			
VENUE OF ASSESSMENT			
DATE OF ASSESSMENT			
Items to be evaluated:	Max Score	Actual Score	Comments
Front Page: <ul style="list-style-type: none"> • Company Logo • Name of company • Vision, Mission, Core values • Compelling Cover image • Company contact details <i>Award 1 mark for each correct response</i>	05		
Body: Provided information on Services offered; <ul style="list-style-type: none"> • Attractions • Accommodation facilities • Activities • Itinerary • Transfers • Travel Insurance • Payment Options • Included Branding elements ie Slogan • Included a Feedback Form • Indicated a strong message to entice the reader to purchase the product. • Company history <i>Award 1 mark for each correct response</i>	11		

Back page: <ul style="list-style-type: none"> • Terms and Conditions on Bookings and Reservations • Tour Price • Date • Call to action • Additional Information. <i>Award 1 mark for each correct response</i>	05		
Format and creativity <ul style="list-style-type: none"> • Design • color • layout • general appearance. <i>Award 1 mark for each correct response</i>	04		
Total	25		