

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: <ul style="list-style-type: none"> • Tourist Need and wants recognized • Meals • Transport • Attractions • Amenities, • Accommodation, • tour information • adventure 	12		

<ul style="list-style-type: none"> • business • leisure • recreation <p><i>(award 1mark for each correctly organized item 1x12=12marks)</i></p>			
<p>Information search:</p> <ul style="list-style-type: none"> • Brochures • media • internet • social media • Hotel tariffs • Tour experts • Travel intermediaries • Tour principals (Airlines, hotels) • friends <p><i>(award 1mark for each correctly organized item 1x7=7marks)</i></p>	07		
<p>Evaluation of Alternatives:</p> <ul style="list-style-type: none"> • Quality • Cost • Preferences • Price • Features <p><i>(award 1mark for each correctly demonstrated activities 1x5= 5marks)</i></p>	05		
<p>Purchase decision:</p> <ul style="list-style-type: none"> • Product • Package • Payment method • Storage/timing <p><i>(award 1mark for each correctly described tour product 1x3= 3marks)</i></p>	03		
<p>Purchase:</p> <ul style="list-style-type: none"> • Product Availability • Time of purchase <p><i>(award 1mark for each correctly communicated condition 1x2= 2marks)</i></p>	02		

Post-Purchase behavior: <ul style="list-style-type: none"> • Satisfaction • Dissatisfaction • Cognitive dissonance/purchase decision doubts • Warranties/after-sale service 	01 01 01 01		
TOTAL	33		
<p>The candidate was found to be: Competent <input type="checkbox"/> Not yet competent <input type="checkbox"/></p> <p style="text-align: center;"><i>(Please tick as appropriate)</i></p> <p style="text-align: center;"><i>(The candidate is competent if s/he gets 50% of the total items correct.)</i></p>			
Feedback from the candidate:			
Feedback to the candidate:			
Candidate's signature:	Date:		
Assessor's signature:	Date:		