

**101506T4TTM**

**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**

**MANAGE TOUR AND TRAVEL PRODUCT QUALITY**

**TO/CU/TM/CR/07/6/A**

**Nov/Dec 2023**



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

**OBSERVATION CHECKLIST**

Candidate's name &reg. NO.			
ASSESSOR NAME AND REG. CODE			
UNIT OF COMPETENCY		Manage tour and travel product quality	
VENUE OF ASSESSMENT			
DATE OF ASSESSMENT			
Award marks appropriately.  Give a brief comment on your observation  Item to be evaluated			

	Marks available	Marks obtained	Comment
<p>Dress code:</p> <ul style="list-style-type: none"> <li>• Neatness</li> <li>• Official dressing</li> <li>• Well kept hair</li> </ul> <p>(award marks as guided)</p>	<p>2 3 1</p>		
<p>METHODS OF COLLECTING CUSTOMER FEEDBACK</p> <p>1. Surveys.</p> <ul style="list-style-type: none"> <li>• Online survey</li> <li>• Paper survey</li> <li>• Telephoning survey</li> <li>• One on one interviews</li> </ul> <p>2. Emails.</p> <p>Survey emails</p> <p>Review request emails</p> <p>Welcome emails</p> <p>3. Interviews and Focus Groups.</p> <ul style="list-style-type: none"> <li>• Panel interview</li> <li>• Structured interview</li> <li>• Unstructured interview</li> <li>• Case interview</li> <li>• Off site interview</li> </ul>	<p>2 2 2 2 2 2 2 2 2 2 2</p>		

<ul style="list-style-type: none"> <li>• Information interview</li> </ul>	2		
4. Social Media.	2		
<ul style="list-style-type: none"> <li>• Tiktok</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Whatsapp</li> </ul>			
<ul style="list-style-type: none"> <li>• Facebook</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Telegram</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Live chats</li> </ul>			
<ul style="list-style-type: none"> <li>• Twitter /x</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Instagram</li> </ul>			
5. Website Analytics.			
<ul style="list-style-type: none"> <li>• Usability</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Customer satisfaction reports</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Keyword</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Social media analysis</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Competitive analysis</li> </ul>	2		
6. Free-Text Feedback.	2		
<ul style="list-style-type: none"> <li>• Open online text</li> </ul>	2		
<ul style="list-style-type: none"> <li>• Free texts</li> </ul>	2		
<ul style="list-style-type: none"> <li>• SMS</li> </ul>			
7. Observation	2		
8. Questionnaires			
	2		
	2		
	2		

	2		
	2		
	2		
	2		
	2		
	2		
	2		
	2		
	1		
	40		

The candidate was found to be:

Please tick as appropriate      COMPETENT  NOT YET COMPETENT

(The candidate is competent if he /she gets 20 out of 40 )

Feedback from candidate:

Feedback to candidate:	
Candidate's Signature:	Date
Assessor's Signature:	Date