

Title	Apply cross-cultural communication for the tourism industry		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: define and describe culture in the context of the tourism industry; apply cross-cultural communication skills with visitors to Aotearoa New Zealand; and, demonstrate knowledge of methods applied to raise service levels to visitors from other cultures.
----------------	--

Classification	Tourism > Visitor Services
-----------------------	----------------------------

Available grade	Achieved
------------------------	----------

Guidance Information

1 Definitions

Cross-cultural communication refers to communication with persons from a culture other than one's own.

Culture refers to the ideas, customs, social behaviour, and expectations of a particular people or society, and may include but is not limited to a culture based upon: age; class; ethnicity (including Māori and Tauīwi cultures); gender; sexual orientation; and may include identification with a culture through birth, adoption, genealogy or whakapapa.

Key tourism markets are the top countries included in Ministry of Business, Innovation and Employment's report *Key Tourism Statistics* for visitor arrivals.

Tourism workplace refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.

Tourism workplace policies and procedures refer to documented instructions about workplace expectations. These must include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

- 2 This unit standard may be assessed against in a tourism workplace, when appropriate situations arise, or in a training environment if simulated workplace conditions are able to be provided that reflect the standards of a tourism workplace.

Outcomes and performance criteria

Outcome 1

Define and describe culture in the context of the tourism industry.

Performance criteria

- 1.1 Culture is defined and cross-cultural interactions are described in the context of the tourism industry.

Range may include but is not limited to – norms, values, beliefs, languages;
evidence is required for the culture of Aotearoa New Zealand and of visitors from two key tourism markets.

Outcome 2

Apply cross-cultural communication skills with visitors to Aotearoa New Zealand.

Range evidence of visitor interactions from three key tourism markets.

Performance criteria

- 2.1 Cross-cultural interactions with visitors are conducted in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – spoken language, non-verbal communication.

- 2.2 Strategies to meet visitor expectations and avoid giving offence are developed and applied in accordance with tourism workplace policies and procedures.

- 2.3 Methods of meeting the cultural expectations of the visitor are applied in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – non-verbal communication, choice of words.

- 2.4 Interactions are evaluated in terms of their effectiveness and appropriateness in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – self-reflection, customer feedback, peer review, manager critique;
evidence of one evaluation is required for each interaction.

- 2.5 Any improvements to methods of meeting the cultural expectations of visitors are identified.

Outcome 3

Demonstrate knowledge of methods applied to raise service levels to visitors from other cultures.

Performance criteria

- 3.1 Systems and processes within the Aotearoa New Zealand tourism industry intended to raise levels of service to meet visitor expectations are described.

Range includes but is not limited to – Qualmark, i-SITE New Zealand, Approved Destination Status (ADS), Visitor Experience Monitor Survey.

- 3.2 The consequences of the visitor encountering a different quality of experience to that expected are explained in terms of visitor satisfaction.

Range different experiences may include but are not limited to those relating to – food and beverages, hygiene, levels of service, service delivery.

Planned review date	31 December 2027
----------------------------	------------------

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	30 April 2001	31 December 2016
Review	2	22 May 2009	31 December 2016
Review	3	18 September 2014	31 December 2018
Review	4	16 March 2017	31 December 2024
Review	5	27 April 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.