

Title	Demonstrate verbal communication skills in a wide range of tourism contexts		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to demonstrate verbal communication skills in a wide range of tourism contexts.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

1 Definitions

A wide range of tourism contexts refer to situations that occur in the day-to-day operation of a tourism workplace.

Receiver refers to the customer(s), and may include but is not limited to – an individual, couple, family, group.

Sender refers to the tourism employee.

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 may 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.

3 For assessment purposes, one-way verbal communication will involve an individual presenting a relevant tourism workplace topic face-to-face to a group; a group is considered to be more than two people. Two-way verbal communication will involve an individual communicating within a tourism context with at least one other person either face-to-face or over the telephone.

Outcomes and performance criteria

Outcome 1

Demonstrate verbal communication skills in a wide range of tourism contexts.

Range one way and two-way verbal communication;
evidence is required for three different examples.

Performance criteria

1.1 Verbal communication is demonstrated in accordance with tourism workplace policies and procedures.

Range verbal communication must include – appropriate language, articulation and voice modulation, voice projection.

1.2 Barriers to communication are identified and overcome by the sender.

Range barriers may include but are not limited to – cultural differences, stereotyping, word choice, tourism industry jargon, technical language, non-verbal communication, voice modulation and articulation, not listening actively, physical, personal, age differences, educational differences, personal issues of the receiver (examples are – indifference, anger, frustration).

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 January 2008	31 December 2016
Rollover and Revision	2	18 September 2014	31 December 2018
Review	3	16 March 2017	31 December 2024
Review	4	27 April 2023	N/A

Consent and Moderation Requirements (CMR) reference	0112
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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.