

Title	Demonstrate knowledge of communication and customer service theory in a tourism workplace		
Level	3	Credits	4

Purpose	People credited with this unit standard are able to demonstrate knowledge of the interpersonal communication process in a tourism work-related context; and identify elements of customer service in a tourism workplace.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Explanatory notes

- 1 Examples of tourism work-related contexts may include but are not limited to – museum host delivering a commentary about an exhibit, travel consultant explaining the terms and conditions of booking a cruise, adventure guide explaining safety requirements.
- 2 Definition
Interpersonal communication refers to the exchange of information between two or more people, and involves a direct face-to-face relationship between the sender and receiver of a message.
Special needs in the context of this unit standard may include but are not limited to – visual impairment, hearing impairment, epilepsy, mobility impairment, intellectual disability.
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.

Outcomes and evidence requirements

Outcome 1

Demonstrate knowledge of the interpersonal communication process in a tourism work-related context.

Evidence requirements

- 1.1 Components of verbal communication are described as they apply to effective communication.
- Range may include but is not limited to – clarity of speech, articulation, voice modulation, voice projection, use of grammar, questioning skills, listening skills, feedback; evidence is required for four components.
- 1.2 Components of non-verbal communication are described as they apply to effective communication.
- Range may include but is not limited to – body language, eye contact, posture, personal space, use of silence; evidence is required for three components.
- 1.3 Barriers to effective interpersonal communication are described.
- Range barriers may include but are not limited to – cultural differences, stereotyping, word choice, non-verbal communication, voice modulation and articulation, not listening actively, physical, personal, age differences, educational differences, organisational; evidence is required for three workplace scenarios each with three barriers.
- 1.4 Examples of good communication are identified.
- Range evidence is required for a minimum of three workplace scenarios.

Outcome 2

Identify elements of customer service in a tourism workplace.

Evidence requirements

- 2.1 Components of good customer service are identified and explained in terms of a tourism workplace.
- Range evidence is required for a minimum of four components.
- 2.2 Good customer service is explained in terms of benefits to a tourism workplace.
- Range evidence is required for a minimum of two benefits.
- 2.3 Good customer service is identified in a variety of tourism workplace scenarios.
- Range evidence is required for a minimum of three workplace scenarios.
- 2.4 Bad customer service is identified in a variety of tourism workplace scenarios.
- Range evidence is required for a minimum of three workplace scenarios.

2.5 Outcomes of bad customer service are identified in terms of the impact on a tourism workplace.

Range evidence is required for a minimum of two outcomes.

2.6 Customer service methods that meet the needs and expectations of different tourism customer types are identified.

Range tourism customer types may include but are not limited to – different cultures, nationalities, age, genders, special needs; evidence is required for a minimum of three tourism customer types, each with different needs.

Replacement information	This unit standard replaced unit standard 18210.
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Planned review date	31 December 2021
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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	N/A

Consent and Moderation Requirements (CMR) reference	0078
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.