

Title	Provide customer service experiences in a tourism workplace		
Level	3	Credits	10

Purpose	People credited with this unit standard are able to provide customer service experiences in a tourism workplace.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

1 Definitions

Customer service experiences refer to any internal or external action taken to meet customer needs and expectations in relation to the provision of goods and/or services – this includes everything from the initial greeting to the final farewell stage.

Difficult situations refer to any situations requiring special attention to address customer needs.

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 expectations refer to those outlined in a job description, tourism workplace policies and procedures manual, or equivalent.

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.

Interactions may be face to face, on the telephone, or require a combination of both.

- 3 Legislation relevant to this unit standard may include but is not limited to – Health and Safety at Work Act 2015, Human Rights Act 1993, Privacy Act 2020, Consumer Guarantees Act 1993, Fair Trading Act 1986.

Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

Outcomes and performance criteria

Outcome 1

Provide customer service experiences in a tourism workplace.

Range customer service experiences may include but are not limited to – making a tour or flight booking, providing visitor information, making a sale, tour guiding; evidence is required for a minimum of three customer service experiences.

Performance criteria

1.1 Customer service is provided to reflect an accurate understanding of a tourism role in accordance with the job description.

1.2 Personal presentation is in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – presentation of self, workplace, workstation, vehicle.

1.3 Components of the customer service experience are demonstrated in accordance with tourism workplace policies and procedures and within timeframes appropriate to the situation.

Range may include but is not limited to – greeting, questioning, provision of product or service, farewell, follow-up.

1.4 Personal behaviours and attitudes appropriate to the customer service experience are demonstrated in accordance with tourism workplace expectations.

Range may include but is not limited to – confidence, enthusiasm, interest, polite, friendly, appropriate eye contact, positive body language.

1.5 All aspects of communication are used appropriately to the characteristics and needs of the customer and in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – listening skills, questioning skills, verbal and non-verbal communication.

1.6 Product knowledge is demonstrated in accordance with customer needs and tourism workplace expectations.

1.7 Additional or alternative information is provided to add value to the customer experience and is consistent with the situation.

1.8 Customer service is provided consistently with any special needs of the customer.

Range special needs may include but are not limited to – age, language, culture or nationality, disability, dietary requirements, physique, unaccompanied minors.

1.9 All technical skills are exercised in accordance with tourism workplace policies and procedures.

Range technical skills may include but are not limited to – general computer skills, computer reservation system skills, global distribution system skills, operating equipment.

1.10 Difficult situations are dealt with in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – non-availability of product, non-availability of confirmed services, angry or distressed customers, customer complaints, delays in service, dealing with situations where errors are made by a third party.

1.11 Required documentation is prepared accurately in accordance with tourism workplace policies and procedures.

Range may include but is not limited to – tickets, vouchers, travel insurance policy, health and safety forms, accommodation registration card.

Replacement information	This unit standard replaced unit standard 18223.
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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.