

<b>Title</b>	<b>Analyse customer service and develop a customer service strategy for a tourism or travel workplace</b>		
<b>Level</b>	<b>6</b>	<b>Credits</b>	<b>8</b>

<b>Purpose</b>	People credited with this unit standard are able to: analyse the significance of customer service to the tourism or travel industry; evaluate customer service in selected tourism or travel workplaces; and develop a customer service strategy for a tourism or travel workplace.
----------------	---

<b>Classification</b>	Tourism > Visitor Services
-----------------------	----------------------------

<b>Available grade</b>	Achieved
------------------------	----------

---

### Explanatory notes

#### Industry texts

Collier, A. and Broex, B. Monique (2004). *Tourism industry management*. Auckland, NZ: Pearson Education.

Collier, A., and Harraway, S. (2006). *The New Zealand Tourism Industry* (5th Rev. ed.) Auckland, New Zealand: Pearson Education.

Collier, A. (2011). *Principles of Tourism: a New Zealand Perspective* (8th ed.). Auckland, NZ: Pearson Education.

Cooper, Chris (2012). *Essentials of Tourism*. Harlow, England: Pearson Education.

Tourism Industry Association (Tourism Industry Aotearoa), (2014) *New Zealand Tourism 2025 – growing value together*. Wellington, NZ: Tourism Industry Association, available at: [tia.org.nz](http://tia.org.nz).

---

### Outcomes and evidence requirements

#### Outcome 1

Analyse the significance of customer service to the tourism or travel industry.

#### Evidence requirements

1.1 Key components of customer service to the New Zealand tourism or travel industry are interpreted in accordance with industry texts.

Range a minimum of five key components of customer service.

1.2 The significance of the key components of customer service is analysed in terms of the provision of a quality experience.

- 1.3 The current state of New Zealand tourism is analysed in terms of its ability to meet and exceed customers' expectations of service.

## Outcome 2

Evaluate customer service in selected tourism or travel workplaces.

### Evidence requirements

- 2.1 Criteria are developed to evaluate customer service in a tourism or travel workplace in accordance with industry texts.
- 2.2 Customer service within tourism or travel workplaces is evaluated using the developed evaluation criteria.
- Range evidence of three tourism or travel workplaces are required.
- 2.3 The impacts on a tourism or travel workplace of customer service are examined and analysed.
- Range good service, poor service.

## Outcome 3

Develop a customer service strategy for a tourism or travel workplace.

### Evidence requirements

- 3.1 A broad customer service objective is established for a tourism or travel workplace and its achievability assessed against rational criteria.
- 3.2 Measurable customer service standards consistent with the realisation of the customer service objective are identified and clarified.
- 3.3 Customer service policies and procedures consistent with stated customer service objective and standards are identified and clarified.
- 3.4 Staff training requirements consistent with the enterprise's customer service objective and standards are identified and clarified.

<b>Replacement information</b>	This unit standard replaced unit standard 20487.
<b>Planned review date</b>	31 December 2021

**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	19 November 2010	31 December 2018
Review	2	16 March 2017	N/A

**Consent and Moderation Requirements (CMR) reference**

0078

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, or an inter-institutional body with delegated authority for quality assurance, 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 (CMRs). 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](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.