

Title	Evaluate customer service and develop a customer service strategy for a tourism or travel workplace		
Level	5	Credits	8

Purpose	People credited with this unit standard are able to: evaluate customer service in selected tourism or travel workplaces; and develop a customer service strategy for a tourism or travel workplace.
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Classification	Tourism > Visitor Services
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Available grade	Achieved
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Guidance Information

References

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 2025: growing value together = whakatipu uara ngātahi*, Wellington, NZ: TIA (Tourism Industry Aotearoa), available at: Tourism 2025: growing value together.

Tourism 2025 & Beyond – a sustainable Growth Framework Kaupapa Whakapakari Tāpoi, available at: Tourism 2025 & Beyond.

Tourism Industry Aotearoa (TIA), *Tourism 2025 & Beyond - A sustainable Growth Framework = Kaupapa Whakapakari Tāpoi*, Wellington, NZ, available at:

<https://www.tia.org.nz/tourism-2025>.

Outcomes and performance criteria

Outcome 1

Evaluate customer service in selected tourism or travel workplaces.

Performance criteria

- 1.1 Criteria are developed to evaluate customer service in a tourism or travel workplace based on references.

- 1.2 Customer service within tourism or travel workplaces is evaluated using the developed evaluation criteria.

Range evidence of three tourism or travel workplaces.

- 1.3 The impacts of customer service on a tourism or travel workplace are examined and analysed.

Range good service, poor service.

Outcome 2

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

Performance criteria

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

Replacement information	This unit standard replaced unit standard 20487.
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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	19 November 2010	31 December 2018
Review	2	16 March 2017	31 December 2025
Review	3	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.