

<b>Title</b>	<b>Analyse and respond to feedback received in a tourism workplace</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	People credited with this unit standard are able to: analyse feedback received in a tourism workplace and evaluate potential responses and business opportunities; and respond to feedback received in a tourism workplace.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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### Explanatory notes

#### 1 Definitions

A *business opportunity* refers to identifying the ability to add new, or the expansion of, current business practice and/or business scope to grow the diversity or value of the business.

*Feedback* includes compliments, complaints and suggestions. The source of the feedback may include but is not limited to – visitors, clients, staff, other tourism operators.

*Issue* refers to a single occurrence of an event that has resulted in feedback.

*Pattern* refers to issues that have an identifiable common cause or theme.

*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 must include but are not limited to – customer service delivery, personal presentation, legislation, organisational structure, business objectives.

- 2 Evidence for this unit standard must be collected in an actual tourism workplace. Evidence from simulated workplaces or simulated events cannot be used as evidence for assessment against this unit standard.

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## Outcomes and evidence requirements

### Outcome 1

Analyse feedback received in a tourism workplace and evaluate potential responses and business opportunities.

Range types of feedback may include but are not limited to – interviews, focus groups, digital media, social media, surveys, secondary data, observations; evidence of one method is required.

### Evidence requirements

1.1 Feedback is reviewed and an issue is identified for which the tourism workplace policies and procedures require a response.

Range the issue identified may be an actual, perceived, or potential issue.

1.2 Feedback is analysed and patterns for which the tourism workplace policies and procedures require a response are identified and evaluated.

Range evidence of one positive pattern and one negative pattern is required.

1.3 Feedback is analysed and potential business opportunities are identified and evaluated.

Range evidence of one potential business opportunity is required.

### Outcome 2

Respond to feedback received in a tourism workplace.

### Evidence requirements

2.1 Complaints are addressed to the level of delegated authority in accordance with tourism workplace policies and procedures.

2.2 Compliments are passed on to staff and recorded in accordance with tourism workplace policies and procedures.

2.3 Issues, patterns and business opportunities identified during the analysis are addressed in accordance with tourism workplace policies and procedures.

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<b>Planned review date</b>	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	16 July 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.