

<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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### Guidance Information

#### 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 performance criteria

### 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.

### Performance criteria

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.

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

Range evidence of one potential business opportunity.

### Outcome 2

Respond to feedback received in a tourism workplace.

### Performance criteria

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 2027
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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	31 December 2025
Review	3	27 April 2023	N/A

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

0112

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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.