

PROVIDE TOUR AND TRAVEL CUSTOMER SERVICE

UNIT CODE: TO/OS/TM/CR/06/5/A

Unit description:

This unit describes the competencies required to supervise customer service. It involves, developing and implementing internal customer communication system, developing and implementing external customer communication system, handling tour and travel service contingencies and handling tour and travel customer safety and security issues and preparing customer service reports. It applies in the tourism industry.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make the workplace function	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Develop and implement internal customer communication system	1. 1 Organizations' internal customer communication standards are recognised based on organizations' objectives. 1. 2 <i>Channels of communication with internal customers</i> are recognised in line with organizations' communication policy. 1. 3 Internal customer communication standards procedures are acknowledged based on organizations' communication policy. 1. 4 Internal customer communication standards procedures are implemented as per the organizations' communication policy.
2. Develop and implement external customer communication system	2.1 Organizations' external customer communication standards are acknowledged based on organizations' objectives. 2.2 <i>Channels of communication with external customers</i> are recognised in line with organizations' communication policy. 2.3 External customer communication standards procedures are recognized based on organizations' communication policy. 2.4 External customer communication standards procedures are implemented as per the organizations' communication policy.
3. Handle tour and travel	3.1 <i>Resources for handling tour and travel contingencies</i>

contingencies	<p>are identified and their availability secured.</p> <p>3.2 Possible contingency situations are acknowledged based on past experiences.</p> <p>3.3 Possible mitigation measures are developed based on experience and best practices as per SOPs.</p> <p>3.4 Contingencies are handled as per SOPs.</p>
4. Handle tour and travel customer safety and security issues	<p>4.1 Resources for handling tour safety and security are acknowledged and their availability secured.</p> <p>4.2 Possible safety and security issues are identified based on past experiences.</p> <p>4.3 Possible mitigation measures are developed based on experience and best practices as per SOPs</p> <p>4.4 Safety and security issues are handled as per SOPs</p>
5. Prepare customer service reports	<p>5.1 Customer service reports are prepared, assessed and disseminated as per organizations' policy.</p> <p>5.2 Recommendations of the customer service reports are implemented as per SOPs.</p>

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range <i>May include but is not limited to:</i>
1. Possible mitigation measures	<ul style="list-style-type: none"> • First aid kits, • Satellite communication system, • Emergency contact list • Customer briefing on dos and don'ts • Field staff briefing on dos and don'ts • Security personnel, • Health personnel • Evacuation services • Signage • Experienced personnel • Insurance, • Safety ware and equipment
2. Channels of communication with internal customers	<ul style="list-style-type: none"> • Meetings • Memos • Emails

	<ul style="list-style-type: none"> • Letters • Notices • Web-based
3. Resources for handling tour and travel contingencies	<ul style="list-style-type: none"> • Human resources • Financial resources • Logistical resources • Technological resources • Physical resources
4. Possible contingency situations	<ul style="list-style-type: none"> • Accidents and incidents • Sickness • Bad weather • Unhonoured contracts • Cancellations • Mechanical breakdowns • Customer based contingencies • Earthquakes • Tsunamis • Floods • Storms • Drought
5. Possible safety and security issues	<ul style="list-style-type: none"> • Terrorism • Theft • Banditry • Landslides • Flash floods • Accidents • Food poisoning • Wild animal attacks • Loss of direction • Lack of signage

REQUIRED KNOWLEDGE AND SKILLS

Required Skills:

- Analytical
- Decision making
- Problem solving
- ICT skills

- Communication
- Interpersonal relationship
- Risk assessment
- Negotiation
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy
- First aid
- Attention to details

Required knowledge:

- Customer care knowledge
- Service quality standards
- Customer service
- Public relations
- Principles of management
- Human resource management
- Legal aspects of tourism
- Handling emergencies
- Range of tourism suppliers
- Sustainable tourism and travel
- Feedback mechanisms
- Tourism source markets
- Tourism destination knowledge
- Components of tourism products
- Safety and security knowledge

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EVIDENCE GUIDE

<p>1. Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <p>1.1 Appropriately established organizations’ internal customer communication standards</p> <p>1.2 Appropriately established channels of communication with internal customers</p> <p>1.3 Established internal customer communication standard procedures appropriately.</p>
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	<p>1. 4 Facilitated the implementation of internal customer communication standard procedures</p> <p>1. 5 Established organizations' external customer communication standards appropriately</p> <p>1. 6 Established channels of communication with external customers appropriately</p> <p>1. 7 Established external customer communication standard procedures.</p> <p>1. 8 Facilitated the implementation of external customer communication standard procedures</p> <p>1. 9 Appropriately identified and secured availability of resources for handling contingencies.</p> <p>1. 10 Correctly identified possible contingency situations</p> <p>1. 11 Effectively developed possible mitigation measures</p> <p>1. 12 Appropriately addressed contingencies</p> <p>1. 13 Appropriately identified and secured availability of resources for handling safety and security.</p> <p>1. 14 Identified possible safety and security issues correctly</p> <p>1. 15 Appropriately developed possible mitigation measures</p> <p>1. 16 Efficiently addressed safety and security issues</p> <p>1. 17 Appropriately prepared, evaluated and disseminated customer service reports.</p> <p>1. 18 Appropriately implemented recommendations of the customer service reports.</p>
2. Resource implications	<p>2.1 A functional tour and travel office</p> <p>2.2 Simulated A functional tour and travel office</p>
3. Methods of assessment	<p>Competence in this unit MAY be assessed through:</p> <p>3.1 Observation</p> <p>3.2 Written tests</p> <p>3.3 Projects</p> <p>3.4 Oral questioning</p> <p>3.5 Portfolio</p> <p>3.6 Third party report</p>
4. Context of Assessment	<p>Competence may be assessed:</p> <ul style="list-style-type: none"> • On-the-job; • Off-the-job • During workplace attachment/experience
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry, workplace and job role is recommended.</p>

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