

Unit Standard 23758 Demonstrate knowledge of communication and customer service theory in a tourism workplace Level 3, Credit 4, Version 1

1 Resources and/or equipment which can be used for this assessment:

The following resources may be useful when completing this assessment:

- ATTTO Student Manual available from ATTTO
- Workplace policies and procedures manual

2 The required conditions relating to the assessment:

- The tourism role selected in Element 1 must apply to the entire unit standard.

3 Definitions from unit standard

Tourism workplace expectations refer to those outlined in a job description, tourism workplace policies and procedures manual, or equivalent.

Special needs in the context of this unit standard may include but are not limited to – visual impairment, hearing impairment, epilepsy, mobility impairment, intellectual disability.

Sources of evidence may include

- Verbal answers
- Written answers

Special Notes

- In this Unit Standard *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
- Assessment against this unit standard must be closed book and carried out under controlled conditions. Controlled conditions means that you are supervised during the assessment.

Instructions:

All tasks are to be carried out in accordance with enterprise requirements, the enterprise being the workplace setting the standards required.

Read though the checklist on the following pages; if you can confidently tick all the boxes then you are ready to be assessed. If not, you will need to complete additional work before you are assessed.

The column labelled *evidence* is there for you to make notes about the type of evidence you are going to supply. This is optional.

If you are unsure of any requirements you may contact your assessor or workplace mentor for further clarification.

Evidence Checklist for US 23758



☑	Performance criteria	Evidence
PC	<p>Element 1: Demonstrate knowledge of the communication process in a tourism work related context.</p> <p>Examples of tourism work related contexts may include but are not limited to – museum host delivering a commentary about an exhibit, travel consultant explaining the terms and conditions of boogieing a cruise, adventure guide explaining safety requirements.</p>	
1.1	<p>You must describe the theoretical model of interpersonal communication using examples from a workplace situation.</p> <p>A theoretical model of the communication process is described under the headings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sender <input type="checkbox"/> Encoding <input type="checkbox"/> Decoding <input type="checkbox"/> Feedback <input type="checkbox"/> Receiver <p>You must describe all parts of the theoretical model as it applies to their tourism workplace.</p>	
1.2	<p>You must describe how the components of verbal communication apply to effective communication.</p> <p>These components could be (but are not limited to):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clarity of speech <input type="checkbox"/> Articulation <input type="checkbox"/> Voice modulation <input type="checkbox"/> Voice projection <input type="checkbox"/> Use of grammar <input type="checkbox"/> Questioning skills <input type="checkbox"/> Listening skills <input type="checkbox"/> Feedback 	

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	<input type="checkbox"/> Others (please specify) You must describe a minimum of four (4) components of verbal communication.	
1.3	You must describe how components of non-verbal communication apply to effective communication. These components could be (but are not limited to): <input type="checkbox"/> Body language <input type="checkbox"/> Eye contact <input type="checkbox"/> Posture <input type="checkbox"/> Personal space <input type="checkbox"/> Use of silence <input type="checkbox"/> Others (please specify) You must describe a minimum of three (3) components of non-verbal communication.	
1.4	You must describe the potential barriers to communication in a variety of tourism workplace scenarios. Barriers may include (but are not limited to): <input type="checkbox"/> Cultural differences <input type="checkbox"/> Stereotyping <input type="checkbox"/> Word choice <input type="checkbox"/> Non-verbal communication <input type="checkbox"/> Voice modulation and articulation <input type="checkbox"/> Not listening actively <input type="checkbox"/> Physical <input type="checkbox"/> Personal <input type="checkbox"/> Age differences <input type="checkbox"/> Educational differences <input type="checkbox"/> Organisational	

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	<input type="checkbox"/> Others (please Specify) You must describe three (3) workplace scenarios, each with a minimum of three (3) barriers.	
1.5	You must identify examples of good communication in a variety of tourism workplace scenarios. You must identify a minimum of three (3) different scenarios from your own tourism workplace.	
	Element 2: Identify elements of customer service in a tourism workplace	
2.1	You will identify and explain the components of good customer service in terms of your workplace. These could be (but are not limited to): <input type="checkbox"/> Building rapport <input type="checkbox"/> Empathy <input type="checkbox"/> Good communication skills <input type="checkbox"/> Good product knowledge <input type="checkbox"/> Appropriate personal presentation You must describe a minimum of four components of good customer service.	
2.2	You must explain the benefits of good customer service to your workplace. These could be but are not limited to: <input type="checkbox"/> Repeat customer business <input type="checkbox"/> Satisfied customers talking to other potential customers <input type="checkbox"/> Raise in personal satisfaction <input type="checkbox"/> Potential for up selling <input type="checkbox"/> Others (please specify) You must explain a minimum of two (2) potential benefits of good customer service.	
2.3	You must identify examples of good customer service in your tourism workplace.	

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	<p>Evidence is required of examples of good customer service from a minimum of three (3) different workplace scenarios in your tourism workplace.</p>	
<p>2.4</p>	<p>You must identify examples of bad customer service within a tourism workplace.</p> <p>You must identify examples of bad customer service from a minimum of three (3) workplace scenarios.</p>	
<p>2.5</p>	<p>You must identify the outcomes of bad customer service and the impact on the business of a tourism workplace.</p> <p>You must identify a minimum of two (2) outcomes from the bad customer service and the impact on the business.</p>	
<p>2.6</p>	<p>You must identify different customer service strategies that meet the needs of different customer types in the tourism workplace.</p> <p>Examples of tourism customer types may include (but are not limited to):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Different cultures <input type="checkbox"/> Nationalities <input type="checkbox"/> Age <input type="checkbox"/> Genders <input type="checkbox"/> Special needs <input type="checkbox"/> Others (please specify) <p>You must identify three (3) tourism customer service strategies that meet the needs of three (3) different customer types.</p>	