

US 378 – Provide customer service for international visitors Level 3, Credit 3, Version 4

This evidence guide aims to assist you in preparing for assessment of this unit standard. It outlines the requirements for each element in the unit standard and the knowledge you need to have before you are assessed.

Purpose of the unit standard:

This unit standard is for people employed in the service sector. People credited with this unit standard are able to: identify and describe present and emerging international visitor groups; communicate with international visitors; and provide customer service for international visitors.

Resources

The following resources may be useful when completing this assessment

- Following web sites:

<http://www.tourismresearch.govt.nz>

<http://www.tourismnewzealand.com/>

http://www.tourismnewzealand.com/tourism_info/publications/

- Alan Collier *Principles of Tourism a NZ Perspective* 6th edition

Summary of Evidence Requirements

Evidence is required for **TWO** (2) international visitor groups

Sources of evidence may include:

- observation,
- oral answers,
- written answers

Definitions from the Unit Standard

Enterprise refers to any workplace, work site and/or training or educational establishment.

Customer refers to both internal and external customers and refers to the recipient of goods and/or services.

Enterprise requirements refer to documented instructions about policy and procedures (including service level agreements and the application of legislation to enterprise situations). These instructions are available in the workplace, work site and/or training or educational establishment. Enterprise requirements may include but are not limited to – health and safety requirements, service delivery requirements, special needs requirements, customer complaints requirements.

Legislative requirements may include but are not limited to – Privacy Act 1993; Health and Safety in Employment Act 1992; Human Rights Act 1993; and subsequent amendments.

Instructions:

If evidence is cross-referenced from other unit standards, the assessor must indicate the unit standards that are used as the basis of this cross-referencing.

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. It is recommended that you have all your evidence prepared before you meet with your assessor.

Evidence Checklist for US 378

☑	Performance criteria	Evidence
	Element 1. Identify and describe present and emerging international visitor groups	
	<p>1.1 Identify at least four (4) of the major international tourism groups to visit New Zealand in the past year.</p> <p>(Major visitor groups are those groups which have been coming to New Zealand in significant numbers for several years.)</p> <p>1.2 Identify at least three (3) emerging international tourism groups visiting New Zealand</p> <p>(Emerging groups are relevantly new visitors to New Zealand when compared to major visitor groups. Emerging groups will show a steady rise in visitor numbers over at least the last 5 years).</p> <p>1.3 Describe any customs and values which affects the visitor behaviour and expectations of two (2) of the groups identified above. Describe how you respond to the customs and values identified for the two (2) visitor groups according to enterprise requirements e.g. A jet boating company may provide full length water proof jackets with hoods which a veiled Muslim women can wear comfortably while jet boating.</p>	

Evidence Checklist for US 378

☑	Performance criteria	Evidence
	Element 2: Communicate with international visitors	
	<p>2.1 You will be observed using effective verbal communication tools which meet enterprise requirements, when providing customer service to international visitors on two (2) separate occasions. e.g. Foreign language greetings such as “bonjour” Use of translation dictionaries Translation of terms e.g. “fill her up” translates to “please put petrol in my car”.</p> <p>2.2 Demonstrate effective verbal communication techniques which meet enterprise requirements, while providing customer service to international visitors on two (2) separate occasions. e.g. Clear enunciation Moderate speed of speech</p> <p>2.3 Demonstrate effective non-verbal communication, which meets with enterprise requirements, while providing customer service to international visitors on two (2) separate occasions. e.g. Head nods Eye contact Body position Hand movements</p>	

Evidence Checklist for US 378



	<p>2.4 Interpret and react to the non-verbal actions of two (2) international visitor groups in an appropriate and acceptable manner, which meets with enterprise requirements. e.g. An elderly German visitor ignores the waiting queue at a visitor centre and goes straight up to the counter. The visitor information officer assesses whether the visitor actually has an urgent situation or just does not realise the expectation to queue in NZ for service. If the matter is not urgent the visitor information officer politely asks the visitor to move to the back of the queue explaining that other people were there first as people queuing for service is an enterprise policy.</p>	
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

Evidence Checklist for US 378



☑	Performance criteria	Evidence
	Element 3: : Provide customer service for international visitors	
	<p>3.1 Using two (2) of the visitor groups previously identified, identify what type of service each group will expect to be provided by staff in their organisation. e.g. German visitors will expect:</p> <ul style="list-style-type: none"> • those providing service to do so in a more formal manner • efficient, prompt service <p>3.2 Identify strategies you have developed and which meet enterprise requirements, to successfully provide service to two (2) of the visitor groups previously identified.</p> <p>Strategies may include:</p> <ul style="list-style-type: none"> • Communication strategies <ul style="list-style-type: none"> e.g. <ul style="list-style-type: none"> Provision of foreign language information brochures Giving information via drawings Availability of dual language dictionaries • Strategies which cater to the groups lifestyle <ul style="list-style-type: none"> e.g. <ul style="list-style-type: none"> Music tastes Television programmes Meal times Food preferences. <p>You will be observed implementing the identified strategies with two (2) visitor groups</p>	