

PPL2FOH11(SQA Unit Code-F967 04)

Provide tourism information services to customers



Overview

Customers visiting your premises will often have a range of enquiries regarding what is available to see and do while they are there. This unit is about providing tourism information to your guests. To do this you must be able to identify what it is your customers want and to source and provide that information.

When you have completed this unit, you will have proved you can:

- work with customers on their tourism information needs
- seek tourism information and offer advice to customers

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Performance criteria

You must be able to:

Work with customers on their tourism information needs

- P1 politely welcome customers
- P2 use open question techniques to identify your customers needs
- P3 use active listening skills when identifying your customers needs
- P4 make clear any areas you are uncertain of with your customer if appropriate
- P5 confirm with your customer the information they require
- P6 if appropriate, ensure that your customer is willing to pay for any external tourism information services
- P7 focus on your customers' needs while recognising other customers that may be waiting

You must be able to:

Seek tourism information and offer advice to customers

- P8 identify sources that provide the information required by your customer
- P9 ensure that the information you identify is accurate, current and relates to your customers needs
- P10 provide relevant information and advice to your customer based on their needs
- P11 clearly explain any restrictions with information and/or products and services when appropriate
- P12 where several options are available to your customer, offer information and advice on which you think best meets their needs
- P13 confirm politely with your customers that they understand the information and advice you have given them
- P14 where appropriate, give the customers written and/or printed confirmation of the information they have sought
- P15 ensure that the customer is happy with the service you have provided and politely conclude the customer enquiry

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Knowledge and understanding

You need to know and understand:

Work with customers on their tourism information needs

- K1 why it is important to be helpful and polite
- K2 when and how to use open question techniques effectively
- K3 why using active listening skills is helpful to your customer
- K4 why it is essential to confirm your customers' needs
- K5 why it is important to check your customer is happy with your service and how to deal with any dissatisfaction
- K6 have knowledge of where information and sources are available and how you can access them
- K7 what tourism information your organisation possesses and where this is stored
- K8 be aware of any discounts and/or arrangements your organisation may have negotiated with tourism organisations
- K9 what information is available without charge and what information is available with a charge
- K10 how to organise your customers in a manner that ensures all customers will be dealt with effectively

You need to know and understand:

Seek tourism information and offer advice to customers

- K11 how to access and use a range of different information sources
- K12 a range of other external organisations that provide tourism information and how to contact them
- K13 your company's procedures with regard to booking fees, liabilities and billing customers
- K14 how to effectively structure advice and what limitations there are to the advice you provide
- K15 the relevant parts of the disability discrimination legislation and its implications when giving advice and information to customers
- K16 what methods are available for providing written or printed information to customers
- K17 methods for politely concluding customer interactions

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Scope/range

1 Information sources

- 1.1 electronic sources
- 1.2 brochures
- 1.3 directories
- 1.4 timetables
- 1.5 maps
- 1.6 guidebooks
- 1.7 external organisations
- 1.8 leaflets

Glossary

Open questions

These are questions that often start with what, where, who, when and how and stimulate answers that give you information

Active listening

For example making and maintaining eye contact, nodding and smiling

Advice

Adapting the information you are giving to meet individual requirements

Charges

Examples include publications for which there is a charge; premium telephone lines to information providers; fees to booking agencies; non-commissionable flights, etc.

Electronic sources

Examples are internet, intranet and computer based files

Alternative ways to help your customer

Examples are making a telephone call to find more detailed and or specific information, arranging for further information to be forwarded direct to your customer, referring them to another organisation etc.

Organisations

Examples are Tourist Information Centres, Visitor Information Centres, Contact Centres, Tourism Bureaux, visitor attractions, tour operators. It could also refer to your own business, if self employed

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Suite Hospitality - Housekeeping & Front of House Reception

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