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
PPL2FOH11(SQA Unit Code-F967 04)
Provide tourism information services to customers

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

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
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

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
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
**PPL2FOH11 (SQA Unit Code-F967 04)**

Provide tourism information services to customers

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