

Provide tourism information services to customers

Overview

This standard is about being able to provide your customers with tourism information and advice. It is for receptionists, reservation staff, concierges and porters or similarly appointed staff. Customers visiting your premises will often have a range of enquiries regarding what is available to see and do while they are there. This standard is about providing that information to your guests. This could be about local attractions, leisure facilities or local shops and markets. 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 standard you will be able to demonstrate your understanding of and your ability to:

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Performance criteria

You must be able to:

Work with customers on their tourism information needs

1. Welcome customers politely
2. Use open question techniques to identify your customers' needs
3. Use active listening skills when identifying your customers' needs
4. Make clear any areas you are uncertain of with your customer
5. Confirm with your customer the information they require
6. Check that the customer is willing to pay for any external tourism information services where applicable
7. Focus on your customers' needs while recognising other customers that may be waiting

Seek tourism information and offer advice to customers

8. Identify sources that provide the information required by your customer
9. Provide information that is accurate, current and relates to your customerS' needs
10. Provide relevant information and advice to your customers based on their needs
11. Explain clearly any restrictions with information and / or products and services
12. Offer information and advice on which you think best meets your customers' needs where several options are available
13. Confirm politely with your customers that they understand the information and advice you have given them
14. Give the customers written and/or printed confirmation of the information they have sought where appropriate
15. Offer alternatives for services that are not available once checked
16. Check 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

1. Why it is important to be helpful and polite
2. What open questioning techniques are
3. When and how to use open question techniques effectively
4. What active listening skills are
5. Why using active listening skills is helpful to your customer
6. Why it is essential to confirm your customers' needs
7. Why it is important to check your customer is happy with your service and how to deal with any dissatisfaction
8. Where information and sources are available and how you can access them
9. What tourism information your organisation possesses and where this is stored
10. Any discounts and / or arrangements your organisation may have negotiated with tourism organisations
11. What information is available without charge and what information is available with a charge
12. 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

13. How to access and use a range of different information sources
14. A range of other external organisations that provide tourism information and how to contact them
15. Your company's procedures with regard to booking fees, liabilities and billing customers
16. How to effectively structure advice and what limitations there are to the advice you provide
17. The relevant parts of the disability discrimination legislation and its implications when giving advice and information to customers
18. What methods are available for providing written or printed information to customers
19. Methods for politely concluding customer interactions

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Scope/range

1. Information sources

- 1.1 electronic sources including internet and social media
- 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 social media

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, ticket agencies. It could also refer to your own business, if self employed

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