



## National Unit Specification: general information

**UNIT** Customer Care for the Hospitality and Tourism Industry

**CODE** DV3A 11

### SUMMARY

This Unit is a mandatory Unit of the National Certificate in Hospitality SCQF level 5. The Unit may also be taken as a freestanding Unit.

The Unit is designed as an introduction to the subject of customer care in these industries and provides an opportunity for candidates to actively participate in customer care situations.

On completion of this Unit the candidate will be able to complete a customer profile for one hospitality or tourism organisation and apply appropriate interpersonal skills within a hospitality or tourism working environment.

### OUTCOMES

- 1 Devise a customer profile for one hospitality or tourism organisation.
- 2 Apply interpersonal skills to establish and maintain positive interaction with customers.

### RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

- ◆ Standard Grade Home Economics at Foundation level
- ◆ Intermediate 1 Units or Courses in Hospitality/Home Economics

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### Administrative Information

**Superclass:** BA

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## **National Unit Specification: general information (cont)**

### **UNIT**      Customer Care for the Hospitality and Tourism Industry

- ◆ basic customer service skills

#### **CREDIT VALUE**

0.5 credit(s) at Intermediate 2 (3 SCQF credit points at SCQF level 5\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates*

#### **CORE SKILLS**

There is no automatic certification of Core Skills or Core Skills components in this Unit.

## National Unit Specification: statement of standards

### UNIT Customer Care for the Hospitality and Tourism Industry

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

#### OUTCOME 1

Devise a customer profile for one hospitality or tourism organisation

#### Performance Criteria

- (a) A brief description of the organisation is completed.
- (b) The products and services provided by the organisation are identified.
- (c) A customer profile checklist for the organisation is completed.

#### Evidence Requirements

Evidence must be provided of the candidate's ability to:

- ◆ describe the selected organisation  
the description should include:
  - name
  - location
  - capacity
  - parking/transport facilities
  - facilities/kitchen
  - equipment
  - style of environment
  - decor
  - description of organisation
  - facilities to support customers with additional support needs
  - specific organisational policies relating to customer service
- ◆ identify the products and services provided by the selected hospitality or tourism organisation  
where:
  - a product is defined as 'something that is produced'
  - a service is defined as 'a system that provides something needed by the public'
- ◆ complete a customer profile for the organisation . The customer profile will contain the following information:
  - age profile of customers
  - gender balance of customers
  - ethnic mix of customers
  - distance travelled by customers
  - location of customer residence
  - location of customer business
  - frequency of use/return
  - nature of visit — social/business

## National Unit Specification: statement of standards (cont)

### UNIT Customer Care for the Hospitality and Tourism Industry

#### OUTCOME 2

Apply interpersonal skills to establish and maintain positive interaction with customers

#### Performance Criteria

- (a) The organisation's standards are promoted and supported through appropriate actions.
- (b) The communication with customers and the identification of their needs is appropriate.
- (c) Customer incidents and/or complaints are dealt with in an appropriate manner.

#### Evidence Requirements

Evidence must be provided of the candidate's ability to:

- ◆ ensure appearance is clean and tidy and conforms to the organisation's standards; behave in a manner that is polite and welcoming, use contact with customers to present the organisation in a positive way; use contact with customers to draw attention to the organisation's special offers/promotions services
- ◆ use appropriate body language when communicating with customers; greet arriving and departing customers in a suitable manner; check with customers that their needs have been correctly identified and satisfied; advise customers on the best product/service for their needs, where appropriate
- ◆ deal with incidents and complaints in an appropriate manner where:
  - incidents are described as minor events that might have more significant consequences, eg spillage, breakage, lost property and
  - complaints are described as expressions of resentment or displeasure with respect to the product or service provided
- ◆ when handling incidents candidates should demonstrate an ability to:
  - identify the nature of the incident
  - deal with customers in a polite and helpful manner
  - assure customers that the incident will be dealt with immediately
  - resolve incidents that are within the remit of the candidate's role
  - refer incidents to the appropriate person where they cannot be rectified by the candidate
  - initiate the organisation's procedures for handling incidents
- ◆ when handling complaints candidates should demonstrate an ability to:
  - identify the nature of the complaint
  - deal with customers in a polite and helpful manner
  - assure customers that the complaint will be dealt with immediately
  - resolve complaints that are within the remit of the candidate's role
  - refer complaints to the appropriate person where they cannot be rectified by the candidate
  - initiate the organisation's procedures for handling complaints

## **National Unit Specification: support notes**

### **UNIT      Customer Care for the Hospitality and Tourism Industry**

This part of the Unit Specification is offered as guidance. The support notes are not mandatory. While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 20 hours.

#### **GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT**

Candidates should be aware of the importance of customer care within hospitality and tourism. The importance of predicting and meeting customer needs and expectations and the provision of appropriate products and services should be stressed.

##### **Customer profiles**

Candidates should be aware of the variety of products and services offered by organisations and the diverse needs and expectations of users of these products and services. Candidates should be able to produce a customer profile for one hospitality or tourism organisation.

##### **Applying interpersonal skills**

Candidates should be aware of the importance of interpersonal skills and effective communication in ensuring that the needs and expectations of customers are met. Candidates should be able to demonstrate appropriate interpersonal skills in dealing with customer-related incidents and complaints. Candidates should be aware of the expectations of the organisation in terms of set policies and procedures for handling incidents and complaints and these should be carried out to the satisfaction of all.

#### **GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT**

The learning and teaching approaches for the Unit should allow the candidate to achieve the Outcomes in a candidate-centred, participative manner.

In situations where the assessment of Outcome 2 is to be undertaken by role play/simulation, partnerships can be formed with the drama department in a school/college situation to ensure that candidates are familiar with the approaches to be adopted.

#### **GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT**

##### **Outcome 1**

The suggested instrument of assessment for this Outcome is a folio of work which will comprise:

- ◆ the description of the organisation (Outcome 1 Performance Criteria (a))
- ◆ the products and services provided by the organisation (Outcome 1 Performance Criteria (b))
- ◆ the customer profile (Outcome 1 Performance Criteria (c))

## National Unit Specification: support notes (cont)

### UNIT Customer Care for the Hospitality and Tourism Industry

#### Outcome 2

The suggested instrument of assessment for this Outcome is a practical exercise undertaken within a hospitality or tourism working environment. The practical exercise will test the candidate's ability to apply interpersonal skills to establish and maintain positive interaction with customers. Candidate attainment will be recorded on an observation checklist modelled on the Performance Criteria and Evidence Requirements for this Outcome.

Role play/simulation can be used as an alternative for Performance Criteria (a)–(c) whilst case studies can be used as an alternative for Performance Criteria (c).

#### CANDIDATES WITH ADDITIONAL SUPPORT NEEDS

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).

#### History of changes:

Version	Description of change	Date
02	Minor amendments throughout to correct grammatical errors. References to expired qualifications removed from page 1.	12/01/2010