

National Unit Specification: general information

UNIT	Interacting with Customers (Intermediate 2)
NUMBER	D441 11
COURSE	Travel and Tourism (Intermediate 2)

This is a component unit of Intermediate 2 Travel and Tourism.

SUMMARY

This unit is designed to enable candidates to develop skills in handling customers and visitors to tourist attractions.

OUTCOMES

- 1 Establish contact with customers or visitors.
- 2 Provide information and advice to customers or visitors.
- 3 Guide customers or visitors around a tourist attraction.
- 4 Handle customer or visitor complaints.

RECOMMENDED ENTRY

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

- Standard Grade English at General level or above
- Course or unit at Intermediate 1 Travel and Tourism in particular *Dealing with Holiday Problem Situations*
- The unit *Basic Customer Service Skills*.

Administrative Information

Superclass:	NK
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National Unit Specification: general information (cont)

UNIT Interacting with Customers (Intermediate 2)

CREDIT VALUE

1 credit at Intermediate 2.

CORE SKILLS

This unit gives automatic certification of the following:

Complete core skills for the unit Problem Solving Int 2

Additional core skills components for the unit None

Additional information about core skills is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

National Unit Specification: statement of standards

UNIT Interacting with Customers (Intermediate 2)

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

Establish contact with customers or visitors.

Performance criteria

- (a) Acknowledgement and greeting of the customer or visitor is pleasant and courteous.
- (b) Body language message is in accordance with words used.
- (c) Questions asked are appropriate to establish purpose of visit.
- (d) Customer enquiries are listened to attentively.

Evidence requirements

Recorded evidence of the candidate's ability to establish contact with customers on two different occasions. This may include video recordings, teacher/lecturer's observation checklist with comments and feedback, and the candidate's self-appraisal sheet.

OUTCOME 2

Provide information and advice to customers or visitors.

Performance criteria

- (a) Customer's or visitor's needs are confirmed.
- (b) Appropriate action is taken to meet the customer's or visitor's needs.
- (c) Use made of information sources is effective in terms of meeting customer's or visitor's needs.
- (d) Information presented is correct and related to customer's or visitor's needs.

Evidence requirements

Recorded evidence of the candidate's ability to provide information and advice to customers or visitors. This may include video recordings, teacher/lecturer's observation checklist with comments and feedback, and the candidate's self-appraisal sheet.

National Unit Specification: statement of standards

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OUTCOME 3

Guide customers or visitors around a tourist attraction.

Performance criteria

- (a) Research of product knowledge is thorough.
- (b) Interpretation of information about the attraction is animated and accurate.
- (c) Handling of the group is able and confident.
- (d) Safety and security of the group is observed at all times.

Evidence requirements

Recorded evidence of the candidate's ability to guide customers or visitors around a tourist attraction. This may include video recordings, teacher/lecturer's observation checklist with comments and feedback.

OUTCOME 4

Handle customer or visitor complaints.

Performance criteria

- (a) Nature of the complaint is established promptly.
- (b) Apologies are given for the inconvenience caused.
- (c) Respect and adherence to customer's legal rights are displayed.
- (d) Complaints procedure is carried out promptly and correctly in accordance with best practice.

Evidence requirements

Recorded evidence of the candidate's ability to handle customer or visitor complaints. This may include video recordings, teacher/lecturer's observation checklist with comments and feedback, and the candidate's self-appraisal sheet.

National Unit Specification: support notes

UNIT Interacting with Customers (Intermediate 2)

This part of the unit specification is offered as guidance. The support notes are not mandatory.

While the time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON CONTENT AND CONTEXT FOR THIS UNIT

The unit should be delivered within the context of current information, and reference should be made to travel and tourism industry publications when dealing with customers or visitors. Ideally, the unit should be delivered in the workplace, perhaps as part of a workplace experience unit. Where this is not possible, a model customer and visitor reception area where working practice can be simulated would be the most appropriate alternative.

Details of content are given in the course specification.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

As detailed in the course specification.

Where appropriate, arrangements should be made to ensure that there will be no artificial barriers to learning and assessment. The nature of a candidate's special needs should be taken into account when planning learning experiences and selecting assessment instruments. Alternative arrangements can be made as necessary. Although an integrated approach to unit delivery is recommended, as highlighted above, the degree to which this can be achieved is dependent on the optional units chosen. Further guidance on learning and teaching approaches can be found in the Subject Guide.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Examples of instruments of assessment which could be used are as follows.

Outcome 1, 2 and 4

These could be integrated within role-play in two customer contact situations, one of providing information and advice and one of handling a complaint. Following the first role-play, which will assess outcomes 1 and 2, the candidate with limited assistance from the teacher or lecturer will review his or her performance. Strengths and weaknesses will be clearly and accurately identified and recorded. The candidate will recognise comments, feedback and advice in his or her conclusions, which should clearly and accurately identify targets for improved performance. The candidate will then negotiate with the teacher or lecturer in planning targets for improved performance. The second role-play which will assess outcomes 1 and 4 would follow, after which the candidate, with limited support from his or her teacher or lecturer, would carry out a further review of his or her personal effectiveness in terms of the targets set, and in the context of handling a customer or visitor complaint.

National Unit Specification: support notes (cont)

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Outcome 3

Ideally, this should be assessed in a real tourist or visitor attraction of the candidate's choosing, with comments and feedback provided by both the teacher or lecturer and staff at the attraction. Communication should be simple and formal: 'Blue Badge Guide' standards would not be expected.

Please refer to the National Assessment Bank for full assessment items and marking schemes for this unit.

SPECIAL NEEDS

This unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special 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 SQA document *Guidance on Special Assessment and Certification Arrangements for Candidates with Special Needs/Candidates whose First Language is not English* (SQA, 1998).