

Unit DR6L 04 (2R11)

**Identify and provide tourism related information
and advice**

This Unit has the following elements:

Element 1 (2R11.1)

Identify your customer's needs for information

Element 2 (2R11.2)

Source and provide information and advice

Candidate Name:

Assessment Centre:

I have completed the requirements of this Unit.

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

Assessor counter signature:
(where applicable) _____ **Date:** _____

IV signature: _____ **Date:** _____

IV counter signature:
(where applicable) _____ **Date:** _____

Unit DR6L 04 (2R11)

Identify and provide tourism related information and advice

Unit Summary

This Unit describes the competence necessary to provide a tourism related information and advice service. It involves the ability to accurately identify your customer's information needs and to access and use a wide variety of sources to extract information.

What some of the words in this Unit mean	
Advice	Adapting the information you are giving to meet individual requirements. This does not include recommendations.
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.
Finding 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
Your organisation	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.

Note

- 1 Simulation is not permitted for any performance evidence within this Unit.
- 2 You must practically demonstrate in your everyday work that you have met the standard for identifying and providing tourism related information and advice.
- 3 Your assessor will observe these aspects of your performance on **at least 4 occasions**.
- 4 From the 'What you must cover' section, you must show that you:
 - ◆ have accessed and used **6 out of the 10*** information sources listed
 - * However, you must prove to your assessor that you have the necessary knowledge, understanding and skills to be able to perform competently in respect of all the items in the 'What you must cover' section.
- 5 If you have no relevant prior experience, you should collect your evidence from **at least 90 full days** practical experience in your workplace. Accreditation of relevant prior learning, experience and or achievement will be taken into consideration.
- 6 It is likely most evidence of your performance will be gathered from the observations made by your assessor but you will be required to produce other evidence to support your performance if your assessor has not been present.

Any supporting documentary evidence should be drawn from that created during your minimum 90 full days accumulated practical experience in your workplace.

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Element 1 (2R11.1)

Identify your customer’s needs for information

What you must do (circled numbers must be observed)		Assessor initials/date
Evidence for the remaining points may be assessed through questioning or witness testimony		
①	Greeting customers politely and confidently	
②	Finding out your customer’s needs fully and accurately by the use of clear questioning and listening techniques	
③	Asking the customer about any needs of which you are uncertain	
④	Clearly explaining where charges are attached to the supply of information and confirming your customer’s willingness to pay prior to accessing it	
⑤	Spending enough time with personal customers whilst making sure the needs of others are not ignored	
⑥	Balancing the needs of personal customers and telephone callers, where relevant, in a way that ensures their needs are met	

What you must cover (minimum requirement for observation in italic and bold)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through questioning or witness testimony						
<i>Information sources are, at least six required from the following:</i>						
organisation specific reference materials						
electronic sources						
brochures						
directories						
timetables						
maps						
guidebooks						
external organisations						
other colleagues						
leaflets						

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Element 1 (2R11.1)

Identify your customer's needs for information

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

Unit DR6L 04 (2R11)

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Element 2 (2R11.2)

Source and provide information and advice

What you must do (circled numbers must be observed)		Assessor initials/date
Evidence for the remaining points may be assessed through questioning or witness testimony		
①	Selecting and using information sources that will provide the information required by customers	
②	Providing relevant, complete, accurate and up to date information and advice to customers	
③	Communicating information and advice in a way which your customer will understand	
④	Clearly explaining any restrictions attached to products and services, when relevant	
⑤	Offering information and advice on a range of alternatives where a number of different products and services meet your customer's requirements	
⑥	Checking politely that the information and advice given meets your customer's needs	
⑦	Finding alternative ways to help your customer further when the information you give does not meet their expectations	

What you must cover (minimum requirement for observation in italic and bold)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through questioning or witness testimony						
<i>Information sources are, at least six required from the following:</i>						
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external organisations						
other colleagues						
leaflets						

Unit DR6L 04 (2R11)**Identify and provide tourism related information and advice****Element 2 (2R11.2)****Source and provide information and advice**

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

Unit DR6L 04 (2R11)**Identify and provide tourism related information and advice**

What you must know for the Unit	
For the whole Unit	
K1	What type of information and sources are available and how to access them
K2	What information is freely available and that for which there is a charge
K3	How to extract and present information to customers
K4	How and where your organisation stores information
K5	How to access and use the sources of information above (ie items 1a–j listed under ‘What you must cover’)
K6	Other external organisations which can be called upon for additional and specialist tourist information and how to contact them
K7	Those colleagues having specialist knowledge
K8	The range of enquires you may be called upon to handle
K9	Why it is essential to clarify the detail of customers’ needs
K10	Why it is important to be helpful and polite
K11	Why it is important to monitor customers’ behaviour so that you can tell if any are feeling dissatisfied
K12	How to identify and interpret customers’ needs
K13	Why it is important to check that your customer is satisfied
K14	How to deal with dissatisfied customers
K15	How to balance and acknowledge the needs of customers so they are not ignored
K16	Your organisation’s and any legal requirements for advising customers (eg retail-related requirements and booking conditions)
K17	The consequences of misrepresentation (eg in the context of brochure amendments and or updates) during discussions with customers
K18	The need for confidentiality and the implications of data protection legislation
K19	The relevant parts of the disability discrimination legislation and its implications when giving advice and information to customers
K20	Your organisation’s policies for meeting customers’ needs for information, advice and materials
K21	Your main responsibilities for giving information and advice under current network minimum standards
K22	Use varied vocabulary and expressions to suit your purpose
K23	Adapt what and how much you say to suit different situations
K24	Show you are listening closely and respond appropriately (eg by using verbal and or visual signals)
K25	Identify your customer’s intentions
K26	Move a discussion forward
K27	Adapt your language to suit your subject, purpose and the person you are speaking to
K28	Structure what you say to help customers follow a line of thought or number of points clearly
K29	Use verbal or visual illustrations to help your customers understand any points you are making

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Knowledge evidence retained

Assessor signature: _____ **Date:** _____

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Candidate name:		Assessor initials/date
Ref	Supplementary evidence	
A		
B		
C		
D		
E		
F		
G		
H		

Assessor Feedback