

Unit PPL2FOH11 (HL31 04) Provide Tourism Information Services to Customers

I confirm that the evidence detailed in this unit is my own work.

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| **Candidate’s name** |  | **Candidate’s signature** |  | **Date** |
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I confirm that the candidate has achieved all the requirements of this unit.

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| **Assessor’s name** |  | **Assessor’s signature** |  | **Date** |
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| **Countersigning — Assessor’s name**  **(if applicable)** |  | **Countersigning — Assessor’s signature**  **(if applicable)** |  | **Date** |
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I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

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| **Internal verifier’s name** |  | **Internal verifier’s signature** |  | **Date** |
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| **Countersigning — Internal verifier’s name**  **(if applicable)** |  | **Countersigning — Internal verifier’s signature**  **(if applicable)** |  | **Date** |
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| **External Verifier’s initials and date (if sampled)** |  |

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| **Unit overview** |
| This unit 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 unit 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. |

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| **Sufficiency of evidence** |
| There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment. |

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| **Performance criteria** | **Scope/Range** |
| **What you must do:** | **What you must cover:** |
| There must be evidence for all Performance Criteria (PC). The assessor **must** assess PCs 1-3, 5, 8-10, 13 and 16 by directly observing the candidate’s work. PCs 4, 6, 7, 11, 12, 14 and 15 may be assessed by alternative methods if observation is not possible. | **All** scope/range must be covered. There must be performance evidence, gathered through direct observation by the assessor of the candidate’s work for: |
| **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.** | **three** from:  (a) electronic sources (eg internet, social media)  (b) brochures  (c) directories  (d) timetables  (e) maps  (f) guidebooks  (g) external organisations  (h) leaflets  Evidence for the remaining points under ‘what you must cover’ may be assessed through questioning or witness testimony. |

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| **Evidence reference** | **Evidence description** | **Date** | **Performance criteria** | | | | | | | | | | | | | | | |
| **What you must do** | | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** |
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| **Evidence reference** | **Evidence description** | **Date** | **Scope/Range** | | | | | | | |
| **What you must cover** | | | | | | | |
| **a** | **b** | **c** | **d** | **e** | **f** | **g** | **h** |
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| **Knowledge and understanding** | | **Evidence reference**  **and date** |
| **What you must know and understand** | |
| For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning). | |
|  | **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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# Supplementary evidence

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| **Evidence** | | **Date** |
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| **Assessor feedback on completion of the unit** |
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