PROVIDE TOUR AND TRAVEL CUSTOMER SERVICE

UNIT CODE: TO/OS/TM/CR/06/5/A

Unit description:

This unit describes the competencies required to supervise customer service. It involves, developing and implementing internal customer communication system, developing and implementing external customer communication system, handling tour and travel service contingencies and handling tour and travel customer safety and security issues and preparing customer service reports. It applies in the tourism industry.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the key	These are assessable statements which specify the required
outcomes which make the	level of performance for each of the elements.
workplace function	(Bold and italicised terms are elaborated in the Range)
1. Develop and implement	1. 1Organizations' internal customer communication
internal customer	standards are recognised based on organizations'
communication system	objectives.
	1. 2Channels of communication with internal customers
	are recognised in line with organizations'
	communication policy.
	1. 3Internal customer communication standards procedures
	are acknowledged based on organizations'
	communication policy.
	1. 4Internal customer communication standards procedures
	are implemented as per the organizations'
	communication policy.
2.Develop and implement	2.1 Organizations' external customer communication
external customer	standards are acknowledged based on organizations'
communication system	objectives.
	2.2 Channels of communication with external customers
	are recognised in line with organizations'
	communication policy.
	2.3 External customer communication standards procedures
	are recognized based on organizations' communication
	policy.
	2.4 External customer communication standards procedures
	are implemented as per the organizations'
	communication policy.
3. Handle tour and travel	3.1 Resources for handling tour and travel contingencies

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contingencies	are identified and their availability secured.
	3.2 Possible contingency situations are acknowledged
	based on past experiences.
	3.3 Possible mitigation measures are developed based on
	experience and best practices as per SOPs.
	3.4 Contingencies are handled as per SOPs.
4. Handle tour and travel	4.1 Resources for handling tour safety and security are
customer safety and	acknowledged and their availability secured.
security issues	4.2 Possible safety and security issues are identified based
	on past experiences.
	4.3 <i>Possible mitigation measures</i> are developed based on
	experience and best practices as per SOPs
	4.4 Safety and security issues are handled as per SOPs
5. Prepare customer	5.1 Customer service reports are prepared, assessed and
service reports	disseminated as per organizations' policy.
	5.2 Recommendations of the customer service reports are
	implemented as per SOPs.

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

performance.		
Variable	Range	
	May include but is not limited to:	
1. Possible mitigation	First aid kits,	
measures	Satellite communication system,	
	Emergency contact list	
	Customer briefing on dos and don'ts	
	Field staff briefing on dos and don'ts	
	Security personnel,	
	Health personnel	
	Evacuation services	
	Signage	
	Experienced personnel	
	• Insurance,	
	Safety ware and equipment	
2. Channels of	Meetings	
communication with	• Memos	
internal customers	• Emails	

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Resources for handling tour and travel contingencies	 Letters Notices Web-based Human resources Financial resources Logistical resources Technological resources
	Physical resources
4. Possible contingency situations	 Accidents and incidents Sickness Bad weather Unhonoured contracts Cancellations Mechanical breakdowns Customer based contingencies Earthquakes Tsunamis Floods Storms Drought
5. Possible safety and security issues	 Terrorism Theft Banditry Landslides Flash floods Accidents Food poisoning Wild animal attacks Loss of direction Lack of signage

REQUIRED KNOWLEDGE AND SKILLS

Required Skills:

- Analytical
- Decision making
- Problem solving
- ICT skills

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- Communication
- Interpersonal relationship
- Risk assessment
- Negotiation
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy
- First aid
- Attention to details

Required knowledge:

- Customer care knowledge
- Service quality standards
- Customer service
- Public relations
- Principles of management
- Human resource management
- Legal aspects of tourism
- Handling emergencies
- Range of tourism suppliers
- Sustainable tourism and travel
- Feedback mechanisms
- Tourism source markets
- Tourism destination knowledge
- Components of tourism products
- Safety and security knowledge

EVIDENCE GUIDE

1. Critical Asp	pects Assessment requires evidence that the candidate:
of Compete	ncy 1. 1 Appropriately established organizations' internal customer communication standards
	1. 2 Appropriately established channels of communication with internal customers
	1. 3 Established internal customer communication standard procedures appropriately.

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