# MANAGE TOUR AND TRAVEL CUSTOMER SERVICE

**UNIT CODE:** TO/OS/TM/CR/06/6

**Unit Description**

This unit describes the competencies required to manage customer service**.** It involves developing and implementing internal customer communication system, developing and implementing external customer communication system, handling travel service contingencies and handling customer safety and security issues.

It applies in the Tourism Industry.

**Elements and Performance Criteria**

| ELEMENT | PERFORMANCE CRITERIA |
|---|---|
| These describe the key outcomes which make the workplace function. | These are assessable statements which specify the required level of performance for each of the elements. *Bold and italicized terms are elaborated in the Range* |
| 1. Develop and implement internal customer communication system | 1.1. Organizations' internal customer communication standards are established based on organizations' objectives<br>1.2. *Channels of communication with internal customers* are established in |

| | | line with organizations' communication policy |
|---|---|---|
| 2. | Develop and implement external customer communication system | 2.1. Organizations' external customer communication standards are established based on organizations' objectives<br><br>2.2. ***Channels of communication with external customers*** are established in line with organizations' communication policy |
| 3. | Handle tour and travel contingencies | 3.1. ***Resources for handling tour and travel contingencies*** are identified and their availability secured<br><br>3.2. ***Possible contingency situations*** are identified based on past experiences<br><br>3.3. ***Possible mitigation measures*** are developed based on experience and best practices as per SOPs<br><br>3.4. Contingencies are addressed as per SOPs |
| 4. | Handle tour and travel customer safety and security issues | 4.1. Resources for handling tour safety and security are identified and their availability secured<br><br>4.2. ***Possible safety and security issues*** are identified based on past experiences<br><br>4.3. ***Possible mitigation measures*** are developed based on experience and best practices as per SOPs |

| | | 4.4. | Safety and security issues are addressed as per SOPs |
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| 5. | Prepare customer service reports | 5.1. | Customer service reports are prepared, evaluated and 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.

| **Variable** | **Range**<br>May include but is not limited to: |
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| 1. Possible mitigation measures | 1.1. First aid kits |
| | 1.2. Satellite communication system |
| | 1.3. Emergency contact list |
| | 1.4. Customer briefing on dos and don'ts |
| | 1.5. Field staff briefing on dos and don'ts |
| | 1.6. Security personnel |
| | 1.7. Health personnel |
| | 1.8. Evacuation services |
| | 1.9. Signage |
| | 1.10. Experienced personnel |
| | 1.11. Insurance |
| | 1.12. Safety ware and equipment |

| 2. | Channels of communication with internal customers | 2.1. Meetings |
|----|----|----|
| | | 2.2. Memos |
| | | 2.3. Emails |
| | | 2.4. Letters |
| | | 2.5. Notices |
| | | 2.6. Web-based |
| 3. | Resources for handling tour and travel contingencies | 3.1. Human |
| | | 3.2. Financial |
| | | 3.3. Logistical |
| | | 3.4. Technological |
| | | 3.5. Physical |
| 4. | Possible contingency situations | 4.1. Accidents |
| | | 4.2. Sickness |
| | | 4.3. Bad weather |
| | | 4.4. Unhonoured contracts |
| | | 4.5. Cancellations |
| | | 4.6. Mechanical breakdowns |
| | | 4.7. Customer based contingencies |
| 5. | Possible safety and security issues | 5.1. Terrorism |
| | | 5.2. Theft |
| | | 5.3. Banditry |
| | | 5.4. Landslides |
| | | 5.5. Flash floods |
| | | 5.6. Accidents |
| | | 5.7. Food poisoning |
| | | 5.8. Wildlife attacks |
| | | 5.9. Loss of direction |
| | | 5.10. Lack of signage |

**Required Skills and Knowledge**

**Required Skills**
- Communication
- Inter-personal relationship
- Risk assessment
- Analytical
- Decision making
- Problem solving
- ICT skills
- Negotiation
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy
- First aid
- Attention to details

**Required Knowledge**
- Tourism destination knowledge
- Principles of management
- Human resource management
- Legal aspects of tourism

- Handling emergencies
- Components of tourism products
- Range of tourism suppliers
- Customer service
- Customer knowledge
- Service standards
- Principles of sustainable tourism and travel
- Feedback mechanisms
- Tourism source markets
- Safety and security knowledge

**Evidence Guide**

| 1. Critical Aspects of Competency | Assessment requires evidence that the candidate: |
|---|---|
| | 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 |
| | 1.4. Facilitated the implementation of internal customer communication standard procedures |

| | |
|---|---|
| | 1.5. Established organizations' external customer communication standards appropriately |
| | 1.6. Established channels of communication with external customers appropriately |
| | 1.7. Established external customer communication standard procedures |
| | 1.8. Facilitated the implementation of external customer communication standard procedures |
| | 1.9. Correctly identified and secured availability of resources for handling contingencies |
| | 1.10. Correctly identified possible contingency situations |
| | 1.11. Efficiently developed possible mitigation measures |
| | 1.12. Appropriately addressed contingencies |
| | 1.13. Appropriately identified and secured availability of resources for handling safety and security |
| | 1.14. Identified possible safety and security issues correctly |
| | 1.15. Appropriately developed possible mitigation measures |
| | 1.16. Efficiently addressed safety and security issues |

| | | 1.17. Appropriately prepared, evaluated and disseminated customer service reports |
|---|---|---|
| | | 1.18. Appropriately implemented recommendations of the customer service reports |
| 2. | Resource Implications | 2.1. A functional tour office |
| 3. | Methods of Assessment | Competence in this unit may be assessed through:<br>3.1. Observation<br>3.2. Written tests<br>3.3. Projects<br>3.4. Oral questioning<br>3.5. Portfolio<br>3.6. Third party report |
| 4. | Context of Assessment | Competency may be assessed individually:<br>4.1. On-the-job<br>4.2. Off-the-job<br>4.3. During workplace attachment/experience |
| 5. | Guidance information for Assessment | Holistic assessment with other units relevant to the industry, workplace and job role is recommended. |