

Training Package	Hospitality (THH02)	HSC Requirements and Advice
Title:	Develop and update local knowledge	
Unit Code	Unit Descriptor:	HSC Indicative Hours:
THHGCS01B	This unit deals with the skills and knowledge required to build and maintain the local knowledge that is required to effectively respond to general customer information requests in a range of tourism and hospitality enterprises. This unit reflects a context where the provision of information is not the primary job role (eg within an attraction or a restaurant). The unit has a link to unit THTSOP02B Source and provide destination information and advice, (Tourism Training Package) which reflects a context where provision of advice is the primary job role (eg a visitor information officer or travel consultant).	10

Essential Knowledge and Skills to be Assessed	Critical Aspects of Assessment	Context of Assessment and Resource Implications	Assessment Methods	HSC Requirements and Advice
<p>The following knowledge and skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> sources of information for enterprise and local knowledge general knowledge of the enterprise, local attractions, events, transport options, general visitor facilities including shopping, currency exchanges, post offices, banks, emergency services. 	<p>Evidence of the following is critical:</p> <ul style="list-style-type: none"> ability to source accurate and current information on the local area general knowledge of the local area sufficient to answer commonly asked customer questions as relevant to the job role. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> project or work activities that allow the candidate to respond to a range of commonly asked customer questions. <p>Linkages with Other Units</p> <p>This unit underpins effective performance in a range of other units and combined training and assessment may be appropriate. Examples include:</p> <ul style="list-style-type: none"> THHBH01B Provide housekeeping services to guests THHBF010B Provide porter services THHBF02B Provide accommodation reception services WRRS2B Advise on products and services many other units in the Attractions and Theme Parks section 	<p>Assessment methods must be chosen to ensure that the application of knowledge to different customer service situations can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.</p> <p>The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> project to research information on local area direct observation of the candidate using local knowledge to answer customer questions oral or written questions to assess knowledge of local information and information sources role-play to provide information for variety of different customers review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> brochure racks communication channels destination effective communication famils (familiarisations) filing classifications gap analysis local tourism authority (LTA) product information record keeping research skills sources of information validity of sources visitor information centres (VIC).

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Develop local knowledge</p>	<p>1.1 Identify and access appropriate sources of information on the local area.</p>	<p>This unit applies to all tourism and hospitality sectors. The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.</p> <p>Sources of information on the local area may include:</p> <ul style="list-style-type: none"> • brochures • timetables • local visitor guides • library and local council • local people • enterprise information • room directories • maps • Internet. <p>The range of local information required will vary according to the particular industry sector, location and individual workplace. Information must include:</p> <ul style="list-style-type: none"> • enterprise specific information • local transport options • local attractions • local events • general visitor facilities including shopping locations, currency exchanges, post offices, banks, emergency services. <p>Information may include:</p> <ul style="list-style-type: none"> • specific shopping details, markets • restaurants, cafes and other dining venues • other facilities and services such as hairdressers, dentists, travel agencies • theatres and entertainment venues • sporting facilities • tours, local outings and trips • travelling routes • weather conditions 	<p>Learning experiences for the HSC must address:</p> <p>Conducting research to determine information about local destinations and products:</p> <ul style="list-style-type: none"> • region/town/area • accommodation • events • attractions • tours • visitor services. <p>Types of research:</p> <ul style="list-style-type: none"> • formal research • informal research • primary research • secondary research. <p>Knowledge and understanding of local information and services including:</p> <ul style="list-style-type: none"> • geographic features • climate and seasons • history and culture • community services • medical services • emergency services. <p>How to source local information that is of relevance to the workplace and tourism industry.</p> <p>Sources of information classified as:</p> <ul style="list-style-type: none"> • electronic • paper-based • spoken. <p>Specific sources include:</p> <ul style="list-style-type: none"> • publications – brochures, maps, guides • visitor information centres (VIC) • local tourism authority (LTA) • local people • supplier/trade information • Internet.

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	<p>1.2 Record and file information for further use as appropriate and in accordance with enterprise procedures.</p>		<p>Learning experiences for the HSC must address:</p> <p>Storing and accessing information resources including:</p> <ul style="list-style-type: none"> • creating and indexing resources • electronic or hard copy backups • updating files and resource information • location of resources and filing systems. <p>Forms of electronic storage:</p> <ul style="list-style-type: none"> • database • web brochures • e-facts sheets. <p>Filing classifications including:</p> <ul style="list-style-type: none"> • alphabetical • numerical • geographical • chronological • subject • key word. <p>Maintaining system integrity through updating records.</p>
	<p>1.3 Identify and obtain the types of information commonly requested by customers</p>		<p>Learning experiences for the HSC must address:</p> <p>Conducting research to determine customer information needs.</p> <p>Common customer enquiries including:</p> <ul style="list-style-type: none"> • shopping details • dining venues • local facilities and services • entertainment venues • sporting facilities • local tourism products • travelling routes • weather conditions. <p>Primary research:</p> <ul style="list-style-type: none"> • surveys • interviews • focus groups.

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			Secondary research: <ul style="list-style-type: none"> • statistics • published articles • internet. The extent to which various information resources fulfil specific customer information needs.
2 Update local knowledge	2.1 Identify and use opportunities to update local knowledge.	Opportunities to update local knowledge may include: <ul style="list-style-type: none"> • talking and listening to colleagues and customers • participation in local familiarisation tours • visiting the local information centre • personal observation/exploration • watching TV, videos and films • listening to radio • reading local newspapers. 	Learning experiences for the HSC must address: Determining gaps in local knowledge (gap analysis). How and where to source opportunities for updating local knowledge that is of relevance to the workplace and tourism industry including: <ul style="list-style-type: none"> • talking and listening to colleagues and customers • participation in famils (familiarisation tours) • visitor information centre (VIC) • personal observation/exploration. Assessing the validity of sources of information. The reasons why industry enterprises conduct famils (familiarisation tours). The benefits of enterprise employees participating in industry famils.
	2.2 Share updated knowledge with customers and colleagues as appropriate and incorporate into day-to-day working activities.		Learning experiences for the HSC must address: Effective communication skills including: <ul style="list-style-type: none"> • active listening • questioning techniques • body language • language targeted to audience. Disseminating information through a variety of channels including: <ul style="list-style-type: none"> • direct mail • seminars • corporate web sites/e-newsletters • call centre • one-on-one communication.

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			<p>How sharing information can improve:</p> <ul style="list-style-type: none"> • promotion of enterprise products and services • customer service. <p>How to service a customer's enquiry where the information is not readily available.</p> <p>The benefits of sharing ideas and discussing with colleagues and customers issues of local knowledge.</p>

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies	Level	Examples
Collecting, Organising and Analysing Information	1	Organising the enterprise's local information folder
Communicating Ideas and Information	1	Explaining the location of the nearest bus stop to a customer
Planning and Organising Activities	1	Contacting local attractions to request information brochures for display
Working with Others and in Teams	1	Assisting a colleague to answer a customer question
Using Mathematical Ideas and Techniques	1	Calculating the amount of time to reach a local attraction
Solving Problems	1	Helping a lost customer who speaks very little English
Using Technology	1	Using the phone or Internet to source information on the local area