

Training Package	Tourism (THT02)	HSC Requirements and Advice
Title:	Provide on-site information and assistance	
Unit Code	Unit Descriptor:	HSC Indicative Hours:
THTFAT01B	This unit deals with the skills and knowledge required to access and interpret information on the attraction's current activities, to provide assistance to customers and to promote the attraction's services. This unit applies to operational staff working in attractions but may also be relevant to similar enterprises such as resorts.	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 skills and knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> sources of customers for an attraction/theme park and the role of attractions/theme parks within the tourism industry the roles of different departments within an attraction/theme park information systems within attractions/theme parks for both customers and staff. 	<p>Evidence of the following is critical:</p> <ul style="list-style-type: none"> knowledge of the role of attractions and theme parks within the tourism industry knowledge of and ability to use information systems within attractions/theme parks 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> project or work activities that allow the candidate to provide information on one or more attractions to meet varying customer needs interaction with others in the provision of information to demonstrate the appropriate interpersonal skills use of current attraction product information documents. 	<p>Assessment methods must be chosen to ensure that the skills required to provide on site information and assistance 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"> direct observation of the candidate providing assistance and information case studies to assess ability to source a range of different types of information for different purposes written and oral questioning or interview to test knowledge of the sources of information and the role of information systems within the attraction or theme park 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"> attraction attraction/theme park information colleague communication skills customer needs customer service occupational health and safety product promotion selling techniques service theme park.
		<p>Linkages with Other Units</p> <p>This unit has strong linkages to the range of Attractions and Theme Park units .It underpins effective performance in a range of operational activities and combined assessment is recommended.</p> <p>Depending on the enterprise circumstances, this unit could be assessed with any of the attractions and theme park units and could also be assessed with other units such as:</p> <ul style="list-style-type: none"> THHCOR01B Work with colleagues and customers THHGCS01B Develop and update local knowledge. 		

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Access and update attraction/theme park information	1.1 Access and update information in accordance with enterprise procedures and systems.	<p>This unit applies to the tourist attractions and theme park sector of the tourism industry. The following explanations identify how this unit may be applied in different workplaces and circumstances.</p> <p>Information may include:</p> <ul style="list-style-type: none"> • new activities/events • new procedures/systems • changes within the operation of the attraction/theme park • promotional activities • new customers/client groups • risk management issues/procedures. <p>Information could be accessed and updated in a number of ways including:</p> <ul style="list-style-type: none"> • staff notice boards • leaflets and brochures • team meetings • internal newsletters • discussions with colleagues. 	<p>Learning experiences for the HSC must address:</p> <p>Information including:</p> <ul style="list-style-type: none"> • new activities/events • new procedures/systems • changes within the operation of the attraction/theme park • promotional activities • new customers/client groups • risk management issues/procedures. <p>Importance of updating information in order to:</p> <ul style="list-style-type: none"> • promote products and services • ensure quality service • maintain professionalism.
	1.2 Incorporate information into day-to-day working activities to support quality of service and standards within the attraction/theme park.		<p>Learning experiences for the HSC must address:</p> <p>Effective communication skills including:</p> <ul style="list-style-type: none"> • active listening • questioning techniques • body language • language targeted to audience. <p>Disseminating information through a variety of channels including:</p> <ul style="list-style-type: none"> • one-on-one communication • team meetings • seminars • leaflets and brochures • internal newsletter • corporate websites/e-newsletters.
	1.3 Share information with colleagues to support efficiency of operations.		

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			Information including: <ul style="list-style-type: none"> • new activities/events • new procedures/systems • changes within the operation of the attraction/theme park • promotional activities • new customers/client groups • risk management issues/procedures.
2 Provide assistance and information	2.1 Identify information and assistance needs of different customers accurately, including those with special needs or disabilities.	Information and assistance provided to customers may include: <ul style="list-style-type: none"> • general information on the attraction or theme park • times of activities or events • directions within the venue • facilities for those with special needs. 	<p>Learning experiences for the HSC must address:</p> <p>Establishing customer needs through active listening and using:</p> <ul style="list-style-type: none"> • open questions • closed questions • reflective questions. <p>Matching the needs of customers with the most relevant information and/or suitable assistance by:</p> <ul style="list-style-type: none"> • knowing your customer <ul style="list-style-type: none"> – families – domestic tourists – international tourists – local residents – customers with special needs – young children – teenagers – business delegates – media • knowing your product and/or service. <p>Information and assistance for customers including:</p> <ul style="list-style-type: none"> • general information on the attraction or theme park • times of activities or events • directions within the venue • facilities for those with special needs <ul style="list-style-type: none"> – mobility-impaired – sight-impaired – hearing-impaired – parents with babies.
	2.2 Provide customers with required and requested information and assistance.		<p>Learning experiences for the HSC must address:</p> <p>Effective responses to a range of different customer service situations.</p>

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	2.3 Consider health and safety requirements and enterprise customer service standards when providing information and assistance.		<p>Learning experiences for the HSC must address:</p> <p>Awareness of occupational health and safety guidelines.</p> <p>Importance of quality customer service and professional work ethic.</p>
	2.4 Promote services available within the attraction/theme park to customers.		<p>Learning experiences for the HSC must address:</p> <p>Promoting products and services including:</p> <ul style="list-style-type: none"> • developing knowledge of products and services • selling techniques <ul style="list-style-type: none"> – up-selling – suggestive selling.

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	Collecting and reviewing current product information sheets for the attraction and understanding their content.
Communicating Ideas and Information	1	Providing information on and promoting a new internal venue within an attraction to customers.
Planning and Organising Activities	1	Setting up a reference manual for all the types of activities happening within the attraction.
Working with Others and in Teams	1	Sharing information with colleagues about a new product or service operating within the attraction.
Using Mathematical Ideas and Techniques	1	Providing a simple quote on any extra costs a customer might incur once inside the attraction.
Solving Problems	1	Assisting lost visitors to find the correct internal venue within an attraction.
Using Technology	1	Providing information on and promoting a new internal venue within an attraction to customers.