TRAINEE COMPETENCY MANUAL:

TOURISM

TRAVEL AND TOURISM: UNIT 2: SECOND LEVEL

CONTRIBUTE TO THE DEVELOPMENT AND OPERATION OF A TOURIST ATTRACTION

STANDARDS

1. Information on visitor needs is obtained, accurately noted, and reported to senior staff.

2. Possible sites for a tourist attraction are identified and the information is supplied to senior staff.

3. Assistance is given with market research on suitable types of attraction and suitable sites.

4. All safety requirements at an attraction are complied with.

5. All parts of an attraction are cleaned and prepared according to specified methods.

6. Problems arising from the circulation or activities of visitors within the site are reported promptly to senior staff.

7. Emergency procedures are carried out quickly and correctly.

8. Visitors are helped with directions to visitor facilities.

9. A visitor complaint is listened to attentively, sympathetically and without interruption.

10. Questions are asked to find out details of the problem in a visitor complaint.

11. Action is taken according to agreed procedures to solve visitor problems or, where not possible, the problem is immediately referred to senior staff.

12.   Damage to equipment or other property is promptly reported to senior staff.

NOTES ON THE STANDARDS

1.   SENIOR STAFF refers to students carrying out a supervisory or management role.

2.   METHODS OF OBTAINING INFORMATION ON VISITOR NEEDS MAY INCLUDE;

- talking to visitors informally
- participating in a survey
- probing questioning
- observation of visitor choices

3.   PROBLEMS ARISING FROM THE CIRCULATION OR ACTIVITIES OF VISITORS MAY INCLUDE:

- dangerous overcrowding of parts of the site
- the development of panic
- the possibility of crime
- the creation of discomfort for visitors

4.   VISITOR FACILITIES MAY INCLUDE:

- areas for the provision of food and/or drink
- areas with educational information
- rest rooms

TRAVEL AND TOURISM: UNIT 5: SECOND LEVEL

CONTRIBUTE TO THE PROMOTION AND SELLING OF A VISITOR ATTRACTION

STANDARDS

1.   Advice and information is offered to visitors promptly and in a friendly manner.

2.   Information given to visitors on the features, benefits, cost and timing of an attraction is accurate.

3.   Relevant records are kept carefully and are up to date.

4.   Brochures and other publicity materials are used and/or displayed where appropriate.

5.   Techniques of oral communication are used effectively.

6.   Enthusiasm for the attraction is communicated to visitors and potential visitors.

NOTES ON THE STANDARDS

1.   INFORMATION FOR VISITORS MAY BE OBTAINED FROM:

- •   information technology
- •   books and publications
- •   senior staff

TRAVEL AND TOURISM: UNIT 7: SECOND LEVEL

OPERATE TRAVEL AGENCY SERVICES

STANDARDS

1. Visitors' needs for information are accurately understood. ☐

2. Information provided is accurate and presented clearly. ☐

3. Visitors are informed of possible problems or difficulties which may affect them. ☐

4. Reservations to suit visitors' requirements are made correctly and correct tickets or vouchers are issued. ☐

5. Appropriate alternative services are offered when those requested are not available. ☐

6. Information technology facilities are used correctly. ☐

7. Payments are correctly requested, received and recorded. ☐

8. A contribution is made to the development and use of promotional materials. ☐

NOTES ON THE STANDARDS

1. INFORMATION TO BE PROVIDED MAY INCLUDE:

   - travel facilities --- means of transport, timing, prices, etc.
   - entertainments
   - places of interest to visit
   - shopping
   - other visitor facilities

2. PROMOTIONAL MATERIALS MAY INCLUDE:

   - brochures
   - posters
   - videos
   - window displays

TRAVEL AND TOURISM: UNIT 9: SECOND LEVEL

ASSIST WITH THE PROVISION OF GUIDE AND INTERPRETIVE SERVICES

STANDARDS
(The following Standards apply to <u>small</u> groups and individuals)

1. Groups are kept physically together and their goodwill and morale are maintained. ☐

2. Group safety is maintained. ☐

3. Planned timetables are, as far as possible, adhered to. ☐

4. The needs of special categories of visitors are provided for in accordance with the advice of senior staff. ☐

5. Instructions are given clearly, pleasantly, loudly enough, and at the right time. ☐

6. Instructions are given in a way which suits the particular type of people in the group. ☐

7. Care is taken to avoid inconveniencing the public or damaging property or the environment. ☐

8. Help is sought from senior staff, if behaviour occurs which cannot be effectively controlled. ☐

9. For interpretive work, information is accurate and up to date. ☐

10. Information is given in the right amount, at the right time and in an enthusiastic way. ☐

11. A good rapport is established with the group. ☐

12. Questions are willingly and clearly answered. ☐

13. Feedback (positive or negative) on one's own performance is obtained from senior staff, colleagues and (if possible) visitors and any lessons are used to make improvements. ☐

14. Interpretive work includes, where possible, the use of leaflets, posters and displays. ☐

15.   Guides should use visual aids and (where necessary and feasible) public address systems and other promotional technology.

NOTE ON THE STANDARDS

1.   INTERPRETIVE SERVICES MAY INCLUDE:

   •   explanations of plants, wildlife, geology and other natural situations
   •   explanations of historical events
   •   explanations of cultural or social features
   •   explanations of arts and crafts

TRAVEL AND TOURISM: UNIT 11: SECOND LEVEL

MAINTAIN VISITOR CARE

STANDARDS

1.   Visitors are greeted promptly and in a polite and friendly way.

2.   Communication with visitors is clear and helpful.

3.   Visitors' requests are willingly met, within the limits set by management policy.

4.   The needs of visitors are, where possible, foreseen and prompt action is taken to satisfy them.

5.   Safety and security standards are maintained at all times.

6.   A visitor's complaint is listened to attentively, sympathetically and without interruption.

7.   A problem which cannot be solved on the spot is referred immediately to senior staff.

8.   Visitor feedback is noted and accurately reported to senior staff.

9.   Visitors with specific needs are identified and tactfully given help.

NOTE ON THE STANDARDS

1.   THE SPECIFIC NEEDS OF VISITORS MAY ARISE FROM:

- impaired hearing
- impaired speech
- impaired sight
- impaired mobility
- language or cultural differences
- age

TRAVEL AND TOURISM: UNIT 15: SECOND LEVEL

CONTRIBUTE TO THE PROTECTION OF THE ENVIRONMENT

STANDARDS

1.   Products which are potentially harmful to the environment are correctly handled.

2.   Care is taken to carry out work with minimum damage to animal and plant life.

3.   Measures to prevent visitors from harming the environment are politely, but firmly, implemented; problems which cannot be dealt with are promptly reported to senior staff.

4.   Visitors are encouraged to avoid overuse of vulnerable natural areas.

5.   Waste of materials is minimized.

TRAVEL AND TOURISM: UNIT 1: THIRD LEVEL

IDENTIFY A LOCATION FOR THE DEVELOPMENT OF A TOURIST ATTRACTION

STANDARDS

1. A range of visitors' unsatisfied needs is recognized. ☐

2. A type of attraction capable of satisfying one or more of these needs is identified. ☐

    A preliminary specification is drawn up of the type of location suitable for such an attraction. ☐

4. Effective means are used to find potentially suitable locations. ☐

5. For each such location, a preliminary estimate is made of: ☐

    5.1   the amount of site work needed to develop the attraction;

    5.2   the cost of such site work;

    5.3   the number of visitors who might wish to use the attraction;

    5.4   the likely expenditure per visitor;

    5.5   the likely running costs, including the cost of borrowing any capital;

    5.6   the likely financial return.

6. Any potential damage to the environment is identified. ☐

7. A concise, factual and balanced report is prepared. ☐

NOTES ON THE STANDARDS

1.   VISITOR NEEDS MAY INCLUDE:

- excitement
- relaxation
- adventure
- historical interest
- natural beauty
- local artistic creations
- shopping opportunities
- gastronomic opportunities

2.   ATTRACTIONS MAY INCLUDE:

- buildings
- parks
- funfairs
- boat journeys
- sporting events
- exploratory walks
- art galleries/museums
- craft centres
- eating/drinking places, etc.

TRAVEL AND TOURISM: UNIT 3: THIRD LEVEL

DEVELOP A TOURIST ATTRACTION

STANDARDS

1.   Consent is obtained to develop a tourist attraction on a site shown by the pilot study to be suitable.

2.   Market research is carried out to provide the basis for a clear, detailed definition of the attraction to be developed.

3.   A draft plan is prepared defining the end product, the work to be done, the steps needed to achieve it, and a time-scale.

4.   Environmental issues are taken into account. (See "Protect the Environment" Unit).

5.   A draft financial plan is prepared, estimating income and expenditure, cash flow, capital investment (if any) and expected profit or loss.

6.   Specifications are prepared for the purchase of equipment and supplies and for the carrying out of building work (if any).

7.   Estimates are obtained for equipment, supplies and any building work and, where appropriate, orders are placed.

8.   The management structure and responsibilities are allocated and checked to avoid omissions or duplication.

9.   The staffing needed to run the attraction is calculated and duties are defined.

10.   The need for interpretative or guiding duties is identified and suitable provision made.

11.   A system of financial records is devised to provide necessary information for effective financial control.

NOTES ON THE STANDARDS

1.   CONSENT FOR DEVELOPMENT MAY BE NEEDED FROM:

- •   the owners or users of a site or building
- •   a Government department

2.   ATTRACTIONS MAY INCLUDE:

- •   buildings
- •   parks
- •   funfairs
- •   boat journeys
- •   sporting events
- •   exploratory walks
- •   art galleries
- •   craft centres
- •   eating/drinking places, etc.

3.   STAFFING MAY INCLUDE:

- •   college students at Level III
- •   college students at Level II
- •   staff hired from outside the college

TRAVEL AND TOURISM: UNIT 4: THIRD LEVEL

OPERATE A TOURIST ATTRACTION

STANDARDS

General:

1.1   All safety requirements are complied with. ☐

1.2   All key parts of the attraction are adequately staffed and prepared to the correct standard. ☐

1.3   Necessary equipment and supplies are in good condition and available in adequate quantity in the most appropriate places. ☐

1.4   Staff are correctly trained and equipped to carry out their duties. ☐

1.5   All activities within the area of the attraction are monitored and any deficiencies are either put right or notified to an appropriate person. ☐

1.6   The number and flow of visitors is, if necessary, controlled according to an agreed plan. ☐

1.7   Potential problems are foreseen and corrective action taken. ☐

1.8   Contingency plans to deal with emergencies are known and understood by all relevant members of staff. ☐

Visitor Services:

2.1   Transport facilities to the site operate according to agreed plans. ☐

2.2   Information needed for the convenience or comfort of visitors is readily available. ☐

2.3   On-site sales facilities operate according to agreed plans. ☐

2.4   Signage is clear and correctly maintained. ☐

2.5   Ideas for improvements to the attraction are encouraged and, if appropriate, either put into effect or recorded for future use. ☐

2.6   Any planned guiding or interpretation services are provided. [ ]

2.7   Visitors having difficulties are helped as far as is reasonably possible. [ ]

Closing Down:

3.1   Closing down procedures are carried out according to agreed plans. [ ]

3.2   All equipment and supplies are accounted for. [ ]

3.3   All cash is kept safely and correctly accounted for. [ ]

3.4   All agreed records, including financial records, are correctly completed [ ]
        and held safely.

3.5   Accommodation and equipment are checked and any damage or [ ]
        losses are noted.

NOTES ON THE STANDARDS

1.   TRANSPORT FACILITIES MAY INCLUDE:

        •   private cars
        •   taxis
        •   hired transport (e.g. mini-buses)
        •   public transport

2.   ON-SITE SALES FACILITIES MAY INCLUDE:

        •   food and drink
        •   films and other tourist requirements
        •   gifts and souvenirs

3.   PROBLEMS EXPERIENCED BY VISITORS MAY INCLUDE:

        •   disabilities
        •   language difficulties
        •   loss of property

TRAVEL AND TOURISM: UNIT 6: THIRD LEVEL

MARKET, PROMOTE AND SELL A TOURIST ATTRACTION

STANDARDS

1.   The potential market for an attraction is identified.

2.   The attraction is designed as far as possible to meet the needs of the target market.

3.   A promotion budget is established.

4.   The attraction is promoted by suitable means within budget.

5.   Active personal selling is used to promote the attraction.

6.   Co-operation is established with other organizations to promote the attraction.

7.   Effective merchandising is used at on-site shops selling tourist goods, gifts and souvenirs.

8.   The effectiveness of the marketing and sales promotion is assessed.

NOTES ON THE STANDARDS

1.   ATTRACTIONS MAY INCLUDE:

   - buildings
   - parks
   - funfairs
   - boat journeys
   - sporting events
   - exploratory walks
   - art galleries/museums
   - craft centres
   - eating/drinking places, etc.

2.   THE NEEDS OF THE TARGET MARKET MAY INCLUDE:

   - appropriate pricing
   - convenient transport facilities
   - convenient timing
   - availability of refreshments
   - interpretative and/or guiding facilities
   - availability of information in a foreign language
   - provision of high-grade safety precautions, etc.

3.   METHODS OF PROMOTION MAY INCLUDE:

   - leaflets
   - advertisements
   - press releases
   - posters
   - commission payments to other travel agents
   - varying the price or offering discounts
   - co-operation with the Tourist Office

4.   PERSONAL SELLING MAY INCLUDE:

   - distributing leaflets to shops, other travel agencies, etc.
   - distributing posters to sites willing and able to display them
   - speaking to individuals about the attraction
   - contacting the press, radio, etc. to secure mention of the attraction

5.   EFFECTIVE MERCHANDISING MAY INCLUDE:

- effective display of goods
- appropriate pricing
- advertising at the point of sale

6.   METHODS OF ASSESSING THE EFFECTIVENESS OF THE PROMOTION MAY INCLUDE:

- surveys
- comparison of sales achieved with targets (income, costs, volume, visitor comments)
- comparison of the results of the present student team with those obtained by previous teams working in the same field

TRAVEL AND TOURISM: UNIT 8: THIRD LEVEL

MANAGE TRAVEL AGENCY SERVICES

STANDARDS

1.   The layout and equipment needed to enable the office to fulfil its functions are defined.

2.   The staffing needed for the office is calculated and the duties of each member of staff are defined.

3.   Appropriate training for each member of staff is provides.

4.   A system is established to enable the office staff to obtain quickly and accurately the information needed by visitors and to enable them to make reservations and sell tickets.

5.   The work of the staff is monitored to make certain that services are provided courteously and efficiently.

6.   Tourism products are actively sold by identifying visitors' requirements and suggesting ways in which they can be satisfied.

7.   Systems are established to enable payments received from visitors to be accurately recorded and receipted.

8.   Advice is given, within Government regulations, on currency exchange facilities.

9.   Facilities are arranged as far as possible for non-English-speaking visitors to have their needs understood and satisfied.

10.   The facilities offered by the travel agency are made as widely known as possible through window displays, brochures, posters, videos and other promotional material.

11.   A guiding service is established for visitors and training is arranged for the student guides. (See Units 9 and 10).

12.   Interpretative media are developed appropriate to the intended audience. (See Units 9 and 10).

13.   The information technology facilities are used correctly and to their fullest extent.

14.   Information on car rentals and insurance is available and accurate.   ☐

15.   Effective measures are taken to protect the health and safety of the   ☐
        staff and visitors.

NOTE ON THE STANDARDS

1.   SERVICES OFFERED ARE LIMITED TO:

        •   travel and other services and facilities operated in a country (airline tickets
                and travel and bookings overseas are not included)

TRAVEL AND TOURISM: UNIT 10: THIRD LEVEL

PROVIDE GUIDE AND INTERPRETIVE SERVICES

STANDARDS

1. Groups are kept physically together and their goodwill and morale are maintained.

2. Group safety is maintained.

3. Planned timetables are, as far as possible adhered to.

4. The needs of individuals and those of the group, if conflicting, are maintained in a balanced way.

5. The needs of special categories are provided for.

6. Instructions are given clearly, pleasantly, loudly enough, and at the right time.

7. Instructions are given in a way which suits the particular type of people in the group.

8. Care is taken to avoid inconveniencing the public or damaging property or the environment.

9. Disruptive behaviour is controlled effectively, but diplomatically.

10. The causes of disruption such as alcohol, are dealt with effectively.

11. Interpretive work is carefully researched and is accurate and up to date.

12. Tours are planned to interest the particular group.

13. Information is given in the right amount at the right time and in an enthusiastic way

14. A good rapport is established with the group.

15. Questions are willingly and clearly answered.

16. Feedback (positive or negative) is obtained on one's own performance and any lessons are used to make improvements.

17. Interpretive media include oral explanations, leaflets, signage, posters

and displays.

18. Research is carried out to produce interpretive presentations which will interest specific groups. ☐

19. Guides should use visual aids and, where necessary, public address systems and other promotional technology. ☐

20. In planning routes, timing will take account of possible traffic delays. ☐

21. The co-operation of local people is obtained. ☐

TRAVEL AND TOURISM: UNIT 12: THIRD LEVEL

PROVIDE SERVICE TO VISITORS

STANDARDS

1. The reasons why visitors come to a country are recognized. ☐

2. The needs and expectations of the various categories of visitors are understood. ☐

3. Visitors' feelings are identified by observation of their behaviour and their comments. ☐

4. The essential ingredients of good service are understood. ☐

5. The nature and causes of the more common visitor problems are recognized. ☐

6. The methods of communicating are suitable for the circumstances and the type of visitor. ☐

7. The effect of various service <u>systems</u> on the nature of visitor service are understood. ☐

8. Methods are adopted for continually improving the level of visitor satisfaction. ☐

9. When a visitor's complaint or expressed need cannot be met, the reasons are explained clearly and politely. ☐

10. Visitors' complaints are recorded and the causes are analyzed. ☐

NOTES ON THE STANDARDS

1. THE REASONS FOR VISITING A COUNTRY MAY INCLUDE:

    •   business
    •   sunshine and climate
    •   water sports
    •   relaxation
    •   visiting friends and relatives
    •   good hotels and entertainments

2.   THE VARIOUS CATEGORIES OF VISITORS MAY INCLUDE:

- individuals
- groups
- varied age groups
- varied socio-economic groups
- people from varied cultural backgrounds
- people speaking varied languages
- people with specific needs

3.   THE NEEDS OF VISITORS MAY INCLUDE:

- clear and accurate information
- help in reducing worries, distress, fear or a sense of vulnerability
- advice
- the solution of problems
- help in dealing with physical disabilities
- help in dealing with language problems
- help with small children

4.   THE INGREDIENTS OF GOOD SERVICE MAY INCLUDE:

- a welcoming environment
- the maintenance of cleanliness and safety
- easy access to essential information
- value for money
- clear communications
- a readiness to meet customer wishes
- an attractive and relaxing environment
- avoidance of potential problems (e.g.scarcity of transport to or from the attraction)

5.   METHODS OF COMMUNICATING MAY INCLUDE:

- body language
- spoken or written words
- listening
- questioning

6.   SERVICE SYSTEMS MAY INCLUDE:

- electronic information systems
- accounting systems
- communication systems

- amenity systems (drink-dispensing system)

7.   THE EFFECTS OF SERVICE SYSTEMS MAY INCLUDE:

- making service quicker/slower
- reducing personal contact <u>or</u> giving staff more time for personal attention to visitors
- reducing/increasing queuing or waiting times
- improving/reducing safety
- reducing/increasing costs

8.   METHODS FOR IMPROVING VISITOR SATISFACTION MAY INCLUDE:

- better training of staff
- improving the environment
- better communication
- easier access to information
- monitoring standards of service
- adjusting service to meet changing visitor expectations

TRAVEL AND TOURISM: UNIT 13: THIRD LEVEL

TRAIN STAFF ONE-ON-ONE

STANDARDS

1.   The level and pace of the training session matches the needs of the
        individual staff member taking the training .

2.   The task to be taught is broken down into well-organized stages in order
        to make it easier for the individual staff member to understand and learn.

3.   Each stage is explained and demonstrated in a clear and helpful way,
        and the individual member of staff is allowed to practise after each
        demonstration.

4.   Staff are encouraged to ask questions and participate throughout their
        training .

5.   Staff are observed while they do their work, and feedback is given in a
        clear and helpful way.

6.   Corrective coaching is given where necessary and in a clear and helpful
        way.

TRAVEL AND TOURISM: UNIT 14: THIRD LEVEL

MAINTAIN QUALITY OF SERVICE

STANDARDS

1. The aspects of quality which are important to visitors are communicated to staff.

2. The importance of visitors' views to the ongoing success of the College Tourism Programme is communicated to staff.

3. The way visitors are treated by staff is monitored and any problems are dealt with immediately and effectively.

4. When visitors are seen to need help, help is offered in a polite, friendly and co-operative way.

5. Visitors' views are regularly obtained through questionnaires, surveys and face-to-face interviews.

6. Favourable and unfavourable comments from visitors are communicated to staff.

7. The main reasons for dissatisfaction are noted and made known to staff.

8. The causes of unsatisfactory quality are analyzed and where possible remedial action is taken.

9. Relevant records are accurate and up to date.

NOTES ON THE STANDARDS

1. ASPECTS OF QUALITY MAY INCLUDE:

    •   provision of accurate information
    •   provision of reassurance where required
    •   the level of politeness and helpfulness
    •   the prompt and efficient handling of special requests

2. REASONS FOR DISSATISFACTION MAY INCLUDE:

    •   discourtesy
    •   unreliability

- errors
- delays or slow service
- failure to respond to visitors' needs
- poor communication
- lack of technical knowledge
- the expectations of a visitor being unreasonably high

TRAVEL AND TOURISM: UNIT 16: THIRD LEVEL

PROTECT THE ENVIRONMENT

STANDARDS

1.   The problems that tourism can create for the human environment are recognized. ☐

2.   The damage that tourism can do to the natural environment is recognized. ☐

3.   The ways in which tourism can benefit the human and natural environment are recognized. ☐

4.   Ways in which the environment can be protected are implemented. ☐

5.   Legislation or rules protecting the environment are complied with. ☐

NOTES ON THE STANDARDS

1.   PROBLEMS FOR THE HUMAN ENVIRONMENT MAY INCLUDE:

- pressure on public services e.g. water and sewerage services, waste disposal, health facilities, transport, and recreation and leisure facilities
- reduction in privacy
- loss of some traditional livelihoods
- reduction in the production of food and/or some raw materials
- disruption of traditional cultures and values
- population movement
- increased prices
- seasonal unemployment and disparity in earnings between new jobs and traditional jobs

2.   PROBLEMS FOR THE NATURAL ENVIRONMENT MAY INCLUDE:

- damage to animal life and habitats
- damage to plant life
- soil erosion

3.   ADVANTAGES FOR THE ENVIRONMENT MAY INCLUDE:

- creation of jobs
- reduction in poverty
- provision of funds and motivation to make the environment more tidy and attractive
- provision of funds and motivation to improve natural features (e.g. woodland management)
- public action to develop amenities (e.g. the designation of National Parks)

4.   WAYS OF PROTECTING THE ENVIRONMENT INCLUDE:

- spreading the tourism load in terms of the timing of visits
- limiting the number of tourists in a given area at any one time
- limiting visits to the maximum number of tourists which a location can bear without damage over a given period of time
- encouraging tourists to widen their range of interests, so that fewer tourists wish to take part in any one activity
- supporting efforts to educate tourists on how they should treat nature and how they should act in relation to local people