

<b>Domain</b> <b>Title:</b> <b>Level: 3</b>	<div style="text-align: right;"><b>Unit ID: 174</b></div> <div style="text-align: center;"><b>TOURIST GUIDING</b></div> <div style="text-align: center;"><b>Provide customer care in tourist guiding</b></div> <div style="text-align: right;"><b>Credits: 5</b></div>
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### **Purpose**

People credited with this unit standard are, in a tourist guiding context, able to: maintain professional presentation standards for tourist guiding; meet and greet tourists in first contacts; maintain good relations with tourists; and work with tourists who have special needs.

### **Special Notes**

1. Entry information:

#### Prerequisite

- Unit 170 *Follow occupational health and safety procedures in tourist guiding* or demonstrated equivalent knowledge and skills.

2. Tourist guides and trainees must comply with the Namibia Tourism Board's Code of Conduct for Tour Guides in the performance of all the Elements of this unit standard.
3. Training and assessment related to this unit standard must be undertaken in the context of Tourism operations and, preferably, in conjunction with training and assessment relating to other relevant technical unit standards from this domain.
4. Assessment evidence may be collected from a real workplace or simulated workplace in which there is a high degree of realism that replicates a commercial workplace setting. Where a simulated workplace is used, candidates must
  - be placed under realistic time pressures.
  - encounter realistic tourist/guide ratios.

While any tourist in an assessment activity need not be a paying tourist, they must have the expectations of a paying tourist.

Assessment should include documented evidence of providing customer care to tourists over an extended period of time.

5. For credit for this unit standard, the conveying of any information must be associated with story-telling techniques that are appropriate to the tour group and the situation. *Story telling techniques* refers to actions that contribute to the creating of pictures using words, establishing rapport and a relationship with the listeners, and being both entertaining and educational. The techniques might include such things as: use of modulated tone; use of facial expressions, gestures, posture and eye contact.
6. Any information conveyed must represent an accurate and un-biased account of the relevant material being imparted and shared.

7. Evidence for this unit standard may be derived from short experience and/or extended experience tours.
8. Regulations and legislation relevant to this unit standard include the following:
  - Liquor Act 6 of 1998
  - Namibia Tourism Board Act 21 of 2000and all subsequent amendments to any of the above.

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on [www.nta.com.na](http://www.nta.com.na)

## **Elements and Performance Criteria**

### **Element 1: Maintain professional presentation standards for tourist guiding**

#### **Performance Criteria**

- 1.1 Personal care and hygiene standards are met and maintained in accordance with organisational requirements.
- 1.2 Clothing, footwear and accessories are maintained and worn in accordance with organisational requirements.
- 1.3 Personal grooming and presentation are in accordance with organisational requirements.
- 1.4 Timekeeping and punctuality is maintained in accordance with tour requirements and organisational requirements.

### **Element 2: Meet and greet tourists in first contacts**

#### **Range**

*Local conditions* refers to such things as: drinking water quality; crime; electricity connections; communications accessibility; currency; terrain; weather; languages spoken in the local area.

#### **Performance Criteria**

- 2.1 Tourists are met and welcomed in line with organisational procedures.
- 2.2 Tour guide introduces themselves and others in tour group in line with organisational procedures.
- 2.3 Tour programme is explained to tourists in line with organisational procedures.
- 2.4 Advice is provided to tourists on clothing, equipment and other requirements they may need during the tour in line with organisational requirements.

- 2.5 Information on local conditions is provided to tourists in line with organisational procedures.

### **Element 3: Maintain good relations with tourists**

#### **Performance Criteria**

- 3.1 The different types of tourists and their needs, expectations and interests are identified and provided for in a timely manner.
- 3.2 A relaxed and friendly environment is established and maintained in the tour group in line with organisational procedures.
- 3.3 Good communication with tourists is maintained.
- 3.4 Enthusiasm, energy, motivation, and interest are demonstrated in dealings with tourists at all times.
- 3.5 Accurate and unbiased information is provided in response to tourist enquiries within scope of individual authority and knowledge. Tourists are referred to alternative sources when personal authority and knowledge are exceeded.
- 3.6 Tourist comments and complaints are acknowledged and processed in line with organisational procedures.

### **Element 4: Work with tourists who have special needs**

#### **Range**

*Special dietary requirements* refers to such things as diabetes, food allergies, vegetarianism.

*Special health needs* refers to such things as chronic illness, ailments, injuries, pregnancy.

*Other special requirements* may relate to such things as mobility, child care, physical and intellectual challenges.

#### **Performance Criteria**

- 4.1 Tourists with special dietary requirements are provided for in line with organisational procedures.
- 4.2 Tourists with special health needs are provided for in line with organisational procedures.
- 4.3 Tourists with other special requirements are provided for in line with organisational procedures.

## **Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
<b>Date first registered:</b>	16 November 2006
<b>Date this version registered:</b>	25 September 2013
<b>Anticipated review:</b>	2018
<b>Body responsible for review:</b>	Namibia Training Authority