

# **TRAINEE WORKBOOK**

**PROVIDE VISITOR INFORMATION**

**SITXCCS002**



**HOSPITALITY GROUP TRAINING**

## ELEMENTS AND PERFORMANCE CRITERIA

- |  |   |
|--|---|
| 1. Access and update visitor information   | 1.1 Identify and access sources of visitor information<br>1.2 Obtain general information on local facilities, products and services to meet different visitor needs<br>1.3 Share information with colleagues to support the efficiency and quality of service<br>1.4 Identify and use opportunities to update and maintain local area knowledge |
| 2. Provide information to visitors.        | 2.1 Identify specific information and assistance needs of visitors, including those with special needs<br>2.2 Provide appropriate scope and depth of information to meet visitor needs<br>2.3 Identify and use opportunities to promote internal products and services  |
| 3. Seek feedback on information provision. | 3.1 Proactively seek visitor feedback to ensure required information has been provided<br>3.2 Follow procedures for any formal visitor evaluation<br>3.3 Provide information on visitor feedback to relevant colleagues   |

## FOUNDATION SKILLS

Skill	Description
Reading skills to:	<ul style="list-style-type: none"> <li>interpret sometimes detailed product and local area information</li> <li>research, sort and use relevant information.</li> </ul>
Writing skills to:	<ul style="list-style-type: none"> <li>record simple notes and basic information on local facilities, products and services for visitors.</li> </ul>
Oral communication skills to:	<ul style="list-style-type: none"> <li>listen and respond to range of visitor requests, asking questions to clarify and confirm.</li> </ul>
Learning skills to:	<ul style="list-style-type: none"> <li>review own knowledge of information required to assist visitors and participate in activities that continuously update it.</li> </ul>

**PERFORMANCE EVIDENCE**

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- provide current, accurate and relevant information about local area features to three different visitors on three different occasions
- provide above information and assistance in a culturally appropriate manner and according to organisational service standards
- extend personal knowledge of relevant facilities, products and services
- seek formal and informal feedback from visitors on above services.

**KNOWLEDGE EVIDENCE**

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sources of information on the available local area facilities, products and services:
  - brochures
  - library
  - local council
  - local people and local identities with specialised knowledge
  - local visitor guide booklets and maps
  - online reservation systems
  - organisation information
  - organisation-designed information systems
  - principal supplier of a product
  - product library
  - room directories
  - social media websites
  - state or territory government tourism authority information systems
  - timetables
- information on the local area features:
  - accommodation options
  - dining options
  - entertainment venues
  - local attractions
  - local personal services facilities
  - local shopping facilities
  - local transport options
  - organisation-specific information
  - road conditions
  - sporting facilities
  - tours, local outings and trips
  - travelling routes
  - weather conditions
- organisational service procedures and standards:
  - designated response times for acknowledging customers and their

- enquiry
  - personal presentation and hygiene standards
- awareness of customs and practices of various social and cultural groups of visitors to assist with meeting visitor needs and expectations in regards to:
  - modes of greeting, farewelling and conversation
  - body language and body gestures
  - formality of language
  - clothing
- methods of collecting feedback:
  - formal:
    - surveys
    - interviews
    - structured questioning
  - informal:
    - observation
    - casual discussion
- organisational service procedures and standards.

## PROVIDE VISITOR INFORMATION

This unit focuses on the information required by different customer groups or visitors. It will look at the types of information that they may require, whether it is internal or external to your venue, ways in which to source the information and then evaluating the information that you provided to ensure that it was accurate and thorough.

This unit is applicable to service personnel in either a Hospitality or Tourism venue. Both types of venue are closely related to each other and Hospitality guests will often require tourist information in the area and vice versa.

Having the ability to provide customers with accurate and reliable information will enhance your service quality and also provide a better reputation for your workplace.

## ACCESS AND UPDATE VISITOR INFORMATION

There are several ways to access sources of visitor information. The method that you choose will be dependent on the information that you are seeking. Here are some examples;

### Websites

Most venues and businesses will have a website providing information about their products and services. These can be used for internal and external sources of information. To access information on a venue, normally if you know the name of the business, then an internet search will provide you with their direct website address, as well as third party information about the venue; such as reviews.

Useful websites for Perth visitor information include;

Sports information	<a href="http://www.afl.com.au">www.afl.com.au</a> <a href="http://www.nrl.com.au">www.nrl.com.au</a> <a href="http://www.patersonsstadium.com.au">www.patersonsstadium.com.au</a>
Weather	<a href="http://www.bom.gov.au">www.bom.gov.au</a>
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Tourist attractions	<a href="http://www.swanvalley.com.au">www.swanvalley.com.au</a> <a href="http://www.adventureworld.net.au">www.adventureworld.net.au</a> <a href="http://www.museum.wa.gov.au">www.museum.wa.gov.au</a> <a href="http://www.outbacksplash.com.au">www.outbacksplash.com.au</a> <a href="http://www.rotnestisland.com">www.rotnestisland.com</a> <a href="http://www.crownperth.com.au">www.crownperth.com.au</a>

Visitor Centres	<a href="http://www.westernaustralia.com">www.westernaustralia.com</a>
Other	<a href="http://www.whatson.com.au">www.whatson.com.au</a> <a href="http://www.weekendnotes.com/perth">www.weekendnotes.com/perth</a> <a href="http://www.enjoyperth.com.au">www.enjoyperth.com.au</a>

### Books and magazines

There is a plethora of books and magazines containing detailed information on a city. They also provide reviews of local attractions, venues and businesses from varying perspectives which enable you to evaluate the best target customer groups for that information.

### Newspapers

They may contain local adverts for restaurants, theatres, galleries, tourist attractions, sports events and other upcoming events in your area.

### Brochures

Most hotels, visitor centres, airports and other tourist attractions will display a wide range of brochures containing information on local attractions.

### Colleagues and customers

Colleagues may be able to provide information of specific areas, venues and businesses that they have visited. Customers are also a great source of information, as the feedback and information that they offer you is from a visitors perspective that you may find appropriate to then share with another visitor.

### Time tables

Public transport timetables can often be found on their websites, as well as updates on delays and planned works.

### Telephone directories

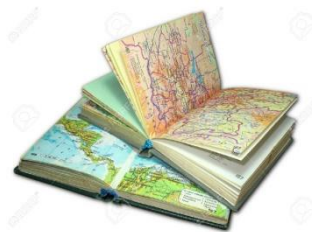
These will provide information on telephone numbers, addresses and website details of a business. They can be printed or online directories.

### Maps

Most cities and tourist areas will have free printed maps for visitors available.

### Social media websites and Smart Phone Apps

There are several apps available for smart phones that provide local information. Examples are Trip Adviser, Urban spoon, gym apps, IMDB.



**Local visitor guide booklets and maps**

These can be found in many places where visitors are likely to frequent; cafes, hotels, restaurants, train stations, visitor centres, airports, tourist attractions and many more. They hold a variety of information and visitors are free to take any away with them.

**Visitor Centres**

There is a visitor centre in all major cities and also in smaller towns throughout Australia. They hold a wealth of information and knowledge regarding the local area for visitors to access. Generally the large hotels will have good relationships with the local Visitor centre so that they are kept up to date with what is happening in the area.

The Visitor Centre can be identified by this symbol;



At the centre they will have brochures, pamphlets, flyers and timetables for Visitors to take away with them. They will often also have discount vouchers or coupons for attractions, and sell entry tickets for upcoming events.

Information that you can find at a visitor centre includes;

- History of the area
- Dentist
- Doctors
- Hospitals
- Spiritual services
- Restaurants
- Accommodation
- Theatres
- Golf Courses
- Banks
- Theme Parks
- Galleries
- Museums
- Sporting Events
- Festivals and Events
- Wineries

- Tours
- Disabled access
- Local shops/shopping centres
- Tourist and travel routes/maps

Some other sources of information include;

- local libraries
- local council
- local people and local identities with specialised knowledge
- online reservation systems
- organisation information
- organisation-designed information systems
- principal supplier of a product
- product library
- state or territory government tourism authority information systems

## **MEETING CUSTOMER NEEDS**

Not every visitor will be looking for the same thing, and every venue will attract a variety of different customers. It is important to ensure that you are armed with an array of local knowledge to meet their potential needs.

Some different customer groups are;

- Business guests
- Lone travellers
- Families
- Couples
- Honeymooners
- Holiday makers
- Sporting tourists
- People with disabilities
- Religious groups
- International Tourists
- Domestic Tourists
- Local Business people
- Local Residents

It is also important to know the target visitors for your venue. If your main clientele are Business Travellers, then there is little use for lots of information about Theme Parks and Family Restaurants in the area. Consider your target groups and explore the types of information that they will need, but also don't limit your knowledge to just one target group.

The types of information that customer groups may require;

- Business guests- WiFi hotspots, taxis, airport transfers, appropriate restaurants



- Lone travellers- Room service options, Movie rentals, events, massage
- Families- Parks, family restaurants, swimming pools, theme parks, babysitting services
- Couples- Romantic restaurants, tourist attractions, bars, late check outs, room service breakfast, beauty treatments
- Honeymooners- Romantic restaurants, late check outs, beauty treatments, massage, champagne.
- Holiday makers- Tourist attractions, public transport options, Museums, Galleries
- Sporting tourists- Timetables, Transport
- People with special needs- Disabled access to venues, transport, translators, assistance with luggage
- Religious groups- Local churches and religious buildings, service times, maps
- Wheelchair users- specialised transport, accessible accommodation rooms, wheelchair access to tourist attractions
- International Tourists- Airport transfers, accommodation, restaurants, attractions, translators, guides in other languages
- Domestic Tourists- Airport transfers, bus/coach stops, accommodation, restaurants, attractions
- Local Business people- Restaurants, directions, maps, conference facilities
- Local Residents- Restaurant recommendations, Events, Festivals.

Above are examples of the types of information that different customer groups may require, however how do you actually determine what your customer needs?

A venue may use some of the following techniques to gain this information:

#### Formal Research

- Written surveys
- Feedback forms
- Market research companies
- Sales figures
- Interviews

#### Informal

- Talking to customers
- Talking to staff
- Industry magazines
- Visiting other venues
- Observation

### Awareness of different customs and practices

The way people communicate with each other will be heavily dependent on their culture or social standing. Here are some examples:

- Body language varies - amount of touching, forms of greeting, eating habits, sneezing, spitting, belching, and walking past people.
- Every culture has taboo subjects.
- The way we ask and answer questions will depend on our culture or social group
- The way we begin and end conversations will depend on our culture or social group.
- The way we seek information will depend on our culture or social group.
- The way people dress automatically portrays non verbal communication



The customs and rituals involved in greeting, farewelling and conversing with someone are often different from country to country, and unfamiliar customs can sometimes be confusing. Situations get even more confusing when different gestures are required between male and female, female and female, male and male! We could almost do with a manual just to make sure not to offend someone. Here are a few examples, although these are just generalisations and not everyone is the same.

**In the USA**, it is normal for men to shake hands when they meet, but it is quite unusual for men to kiss when they greet each other. Greetings are casual – a handshake, a smile or a ‘hello’. In conversation they can appear abrupt, to the point and often loud.

**The British** often simply say ‘hello’ when they meet friends. They usually shake hands only when they meet for the first time or if it is a business acquaintance. Social kissing, often just a peck on the cheek, is common in an informal situations between friends upon greeting or farewelling each other.

**The French**, shake hands with their friends and often kiss them on both cheeks, both upon meeting and leaving.

**In Japan**, the common greeting for men and women as well is to bow when they greet someone, as opposed to giving a casual handshake or a hug. For an island country there are a lot of different ways of saying goodbye. Goodbye should be accompanied by a bow with both hands open at your sides facing towards you

**In Arab countries**, close male friends or colleagues hug and kiss both cheeks. They shake hands with the right hand only, for longer but less firmly than in the

West. Contact between the opposite genders in public is considered obscene. Do not offer to shake hands with the opposite sex.

**Chinese** tend to be more conservative. When meeting someone for the first time, they would usually nod their heads and smile, or shake hands if in a formal situation.

**In Russia**, the typical greeting is a very firm handshake. Assume you're trying to crush each others knuckles, all the while maintaining direct eye contact. When men shake hands with women, the handshake is less industrial. It is considered gallant to kiss women three times while alternating cheeks, and even to kiss hands.

**Waving your full arm side to side** in many countries is recognized as saying 'hello' or 'goodbye'. However, in East Asian countries it is considered overly demonstrative. Additionally in some European countries, as well as Japan and Latin America, it can be confused for a 'no' or general negative response. In India, it means 'come here'.

**Counting with fingers** starting with index finger toward the pinkie can make people confused in Germany and Austria as forefinger held up means two instead of one, especially when ordering a round of drinks. In Japan, the thumb alone means five. When Hungarians count on their hand, they start with the thumb being number one.

**Curling the index finger, or four fingers toward you** as a gesture of inviting somebody to come closer, can be mistaken for 'good bye' in southern Europe. In Philippines and East Asia, curling the index finger is used only to beckon dogs.

**Pointing directly to someone** or something using index finger in Europe is considered impolite. In China, Japan, Latin America and Indonesia it has very rude connotations. In many African countries, the index finger is used for pointing only at inanimate objects.

Gestures can say more than words, and just as we are usually very careful when using foreign languages, we should consider carefully what hand gestures we should display whilst in different cultures. The world is full of diversities.

## **SHARE INFORMATION WITH COLLEAGUES**

Once you have collected the information it is now important that it is shared with colleagues. In doing so it enables the entire team to be able to provide that information to guests and visitors.

Having a thorough and accurate knowledge of information to provide guests will enhance their experience and enable you to deliver a higher standard of service.

The ways in which information is shared will depend on your venue. Training sessions are great opportunities to update your knowledge. These can be induction training, or regular scheduled training sessions. Other verbal ways to share information could be at staff briefings, team meetings or handovers.

Information can also be shared in non verbal ways by updating brochures and files, file notes, writing information in handover books, memos, notes or staff newsletters.



## **UPDATING KNOWLEDGE**

In order to continue to provide the best possible service experience to our guests we need to ensure that we are constantly updating our visitor knowledge. Information that is given to visitors needs to be accurate.

Ways to do this include:

- Visit- Some of the best recommendations and information will come from your personal experience. Visiting venues will give you firsthand experience, and you are more likely to retain that information.
- Research- Use the internet, local tourism boards and visitor centres to gain information on a broad range of visitor information.
- Email Lists- Sign up to email newsletters for local restaurants and attractions to stay up to date with what they have to offer.
- Talking- Guests will often provide information to you or recommendations that you can then use to offer to other guests. Also take time to discuss venues, restaurants or attractions with colleagues who

may have recently frequented them.  
Read- Read local newspapers, newsletters, brochures, posters, and  
flyers to update your knowledge.

## **PROMOTE INTERNAL PRODUCTS AND SERVICES**

Earlier in the unit we looked at the types of information that a visitor may require. You will notice that some of this information will be internal to your venue and some is external.

Internal products or services are those offered by your venue. External products or services are offered by other venues, and not your own.

Where possible you will be expected to always promote the products and services available at your own venue before recommending something external. When informing guests it is important to listen to their requirements and then promote to them the best possible information to meet their needs. A guest will expect you to provide them with a variety of options for them to choose from.

For example, if a guest at your hotel is looking for dinner reservations for this evening. You should ask them questions such as 'What type of food would you like?', 'What style of restaurant – casual, fine dining etc', 'How many people will be dining?', 'What time do you wish to dine?' and 'How far would you like to travel and how?'

Based on the response that they give you to the questions, you can then narrow down the information and recommend something to meet their needs. You should try to recommend the internal restaurant to them, however if they have told you that they would like Indian food and the hotel restaurant is Italian food, then to promote this would be not listening to their needs. You could however suggest a good Indian restaurant to them and then follow it with 'If you are looking for a restaurant for tomorrow evening then we have a special pasta evening in our restaurant, and a personal favourite of mine is the Carbonara. Would you like me to reserve you a table, as it does tend to be very popular?'

Large hotels have many internal services to offer guests. These include;

- In house movies
- Room Service
- Laundry
- Dry Cleaning
- Show shine
- Butler
- Beauty and Spas
- Hairdressers
- Tour guides
- Drivers
- Flowers and gifts

- Meeting/conference facilities
- Banqueting and event facilities
- Business centres

There are several ways that a venue can internally promote its products and services. For a large hotel this could include:

- Posters
- Frontline staff verbally promoting
- Information in guest rooms
- Information channel on the guest TV's
- Table talkers in the bar or restaurant
- Website



### VISITOR FEEDBACK

Earlier the unit looked at ways to determine customer needs, and we collated the following techniques to do this;

#### Formal Research

- Written surveys
- Feedback forms
- Market research companies
- Sales figures
- Interviews

#### Informal

- Talking to customers
- Talking to staff
- Industry magazines
- Visiting other venues
- Observation

This list also acts as a list of ways to collect customer feedback from visitors. It is important to gain and also record feedback to keep up to date with meeting your customer needs.

For example, if your feedback forms consistently return with negative comments regarding the taxi service that you use, then you need to research and potentially source a new company to rectify the problem, or look at upgrading it to a premium service to meet the needs of your clientele.

Feedback is very important to any business. Be sure to take the time to listen, read and acknowledge the feedback whether it is positive or negative. Then ensure that it is processed and stored correctly. If you receive feedback that the temperature of the restaurant is too cold, be sure to record it. This may not be an isolated incident, and you could potentially be receiving the same feedback several times a week and not acting on it.

Once you have collected the feedback from customers you can then use this to



help plan for future service delivery. Over a period of time it will give you a fairly accurate idea as to whether the products and service that you currently offer are well received by guests, and also give you ideas for new directions of services to offer.

For example, if you have many requests for a hairdresser as there are many Weddings held at your venue, then it may be worth looking at arranging preferred suppliers and arranging an arrangement with a regular hairdresser.

## **PERSONAL PRESENTATION**

Attention to personal presentation, particularly in the hospitality industry is extremely important. On a personal level, your attention to personal appearance affects your career prospects. You represent yourself (and your workplace) of course. Taking care of your personal appearance (grooming and clothing) indicates that you care, that you believe in yourself and value yourself. You set high standards for yourself. Your appearance will affect the outcomes of communication - good personal appearance automatically creates respect which is a pathway to good communication outcomes.

Taking care of our personal presentation is a responsibility we have to the organisation we represent. We communicate to customers, that the organisation is professional and cares about their reputation. This automatically conveys the feeling of high standards in everything we offer in terms of products and services.



Your workplace is likely to have policies in place with regard to personal presentation. The following are examples of factors which may be covered:

1. Personal hygiene (brushing teeth, showering, use of deodorant)
2. Hands and fingernails - (hand washing; nail varnish; length of nails)
3. Hair (colouring, cuts, tying up hair)
4. Face (facial hair; make up)
5. Jewellery
6. Piercing and tattoos
7. Shoes
8. Clothing /uniforms

If one considers the previous chapter regarding communication it is worth mentioning that personal presentation sends some 'big' messages. As mentioned previously, having high standards of personal presentation sends the message that you are professional and care about what you do.



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