

ANSWER GUIDE

PROVIDE VISITOR INFORMATION

SITXCCS002



HOSPITALITY GROUP TRAINING

1. Name four sources that you could use to research visitor information.

Answers may include:

- Websites
- Visitor centres
- Books, brochures and magazines
- Newspapers
- Tourist guides
- Colleagues/Customers
- Maps

2. Give examples of the types of Visitor information that you may need to access.

E.g. Restaurants in the area.

Local shops, airport, taxis, attractions, timetables, theatre bookings, hairdressers, gyms etc...

3. Identify examples of different local facilities, products and services that the following customer groups may require whilst visiting a new city.

Families	Parks, family restaurants, swimming pools, theme parks, babysitting services etc
Business Professionals	Wifi hotspots, shops, airport transfers, taxi companies, quiet restaurants, newspapers etc
Lone travellers	Room service options, Movie rentals, events, massage, etc.
Couples	Romantic restaurants, tourist attractions, bars, late check outs, room service breakfast, beauty treatments, etc
Someone in a wheelchair	Assisted transport options, wheelchair access to venues/tourist attractions, accommodation types with wheelchair access, etc

4. a) What are the benefits of sharing information with colleagues?

Keep up to date with information; expand your knowledge to be able to provide better customer service

b) How can updated visitor information be shared with colleagues in the workplace/school?

- Memos
- Updating brochures, files and records
- Meetings and briefings
- Hand over books
- Etc

5. A customer is looking for advice on where to go for dinner this evening. What questions could you ask them to enable you to give them specific information to meet their needs?
- What type of food they would like?
 - Style of restaurant – casual, fine dining etc
 - How many people?
 - What time they wish to dine?
 - How far they would like to travel and how?
6. a) What is an internal product or service?
It is a product or service offered by your venue.
7. Name 5 examples of how a hotel could promote internal products and services.
Eg.
- Posters
 - Frontline staff verbally promoting
 - Information in guest rooms
 - Table talkers in the bar or restaurant
 - Website
8. Describe 3 ways to collect customer feedback to ensure that you provided them with all the required visitor information.
Formal- Written surveys, feedback forms, market research companies, sales figures
Informal- Talking to customers, talking to staff, industry magazines, visiting other venues
9. In your workplace, what is the procedure for handling formal visitor evaluation (customer feedback)?
Venue specific
10. You recommended a restaurant for a couple to go to for dinner. They return that evening and inform you that the restaurant has now closed down. What would you do with this information?
Share it with colleagues, update files/records/brochures, not recommend again, research for another restaurant in the area to recommend and update your knowledge
11. A guest is in a wheelchair and would like to attend the cinema. They ask you about the facilities at the local cinema. What could you do to assist them?
If you do not already know, contact the cinema and ask on behalf of the guest about the facilities that they offer for wheelchair users. Offer to book tickets, or seek alternative cinema with better facilities if necessary. Help to arrange transport/directions.
12. When working in a position where you are dealing with customers, what personal presentation and hygiene standards should you consider?
- Personal hygiene (brushing teeth, showering, use of deodorant)
 - Hands and fingernails - (hand washing; nail varnish; length of nails)

- Hair (colouring, cuts, tying up hair)
- Face (facial hair; make up)
- Jewellery
- Piercing and tattoos
- Shoes
- Clothing /uniforms

13. Give 3 examples of customs and practices of various social and cultural groups of visitors that you know of that may assist with meeting visitor needs and expectations? For example, if working in a predominantly backpacker area then you may dress differently to working in a 5 star business hotel.

Answers will vary

14. There are several customs and practices of various social and cultural groups of visitors. Being aware of some of these will help enhance the guest experience. For each mode below, identify two customs or practices;

Answers may vary- assessor to use own judgement

Mode	Custom or practice
Greeting	Bowing head Firm handshake Gentle handshake Addressing only the males
Farewelling	Waving Shaking hand Hugging Clasping both hands in handshake
Conversation	Only speaking to the males in the group Speaking directly to the children, or asking the parents Formal/informal language Participating in conversation or being unobtrusive