



REGISTERED NATIONAL STANDARD

UNIT OF COMPETENCY

Title:	Produce and evaluate visitor statistics in tourism and hospitality				
TQF Level:	3	Credits:	10	Release:	2
National standard code:	NS003-03				
Associated qualification (and code):	National Certificate in Customer Service Level 3 (QR-03-NQ-018-01-0903-24-02)				
Approval date:	29 Feb 2024		Review date:	27 Dec 2028	
Modification history	Release 1 (R1)	R1 is now out-of-date and is only available for reference purposes. R1 must not be used to guide training and assessment.			
	Release 2 (R2)	R2 is the current release of this unit, and is the product of a review exercise conducted in Dec 2023 – Feb 2024. R2 replaces R1			
Purpose:	Individuals who are credited with this unit are able to: <ol style="list-style-type: none"> 1. produce and evaluate a wide range of statistically based tourism and hospitality reports; and 2. apply knowledge to maximize hospitality sales and service opportunities. 				

Learning Outcome 1 (LO1)	Use <i>Microsoft Excel</i> to determine basic statistics
Performance standards	<p>1.1 A <i>workbook</i> is created in MS Excel</p> <p>1.2 Separate spreadsheets are created in a MS Excel workbook;</p> <p>1.3 Data are correctly entered into a spreadsheet.</p> <p>1.4 Spreadsheet data are sorted as required;</p> <p>1.5 A range of MS Excel number format is used; <i>[Range of number formats includes but not limited to: General, Number, Currency, Accounting, Date, Time, Percentage, Fraction, and Scientific]</i></p> <p>1.6 Carry out quick analysis of spreadsheet data</p> <p>1.7 A range of basic statistics are calculated from MS spreadsheet data using formula functions. <i>[Range of basic statistics includes but not limited to: Central Tendencies (Mean, Median, Mode), etc.]</i></p> <p>1.8 Use the <i>Insert tab</i> and <i>Charts group</i> in MS Excel to draw a range of basic graphs to present tourism industry data and information. <i>[Range of graphs includes but not limited to: pie chart, bar chart, line graph]</i></p>
Learning Outcome 2 (LO2)	Evaluate statistically based reports
Performance Standards	<p>2.1 Copies of tourism reports that contain relevant industry statistics and information, are obtained in accordance with workplace policy and procedures.</p> <p>2.2 <i>Purpose(s)</i> and <i>conclusions</i> of a report are identified and described;</p> <p>2.3 Key features in a report relevant to conclusions drawn are: <ul style="list-style-type: none"> a) identified based on their worth and/or significance to the purpose of the report b) commented on based on their worth and/or significance to the purpose of the report; </p> <p>2.4 Comments made on a report are justified with evidence (statistics or processes) described in the report:</p> <p>2.5 Statistical information from a report is integrated with contextual information to assess the quality of the report with respect to conclusions made in that report.</p>

Learning Outcome 3 (LO3)	Apply statistical knowledge to maximise sales and service opportunities.
Performance standards	<p>3.1 Products and/or services offered by a hospitality or tourism establishment are identified and described in statistical form in accordance with establishment requirements.</p> <p>3.2 Products and/or services offered by a hospitality or tourism establishment are communicated in statistical form to customers proactively in accordance with establishment requirements and customer needs.</p> <p>3.3 Value-added benefits of products and/or services provided by a tourism and hospitality establishment are identified, transformed into statistical form, and communicated to the customer in accordance with establishment requirements.</p> <p>3.4 Opportunity to maximise the promotion or sale of products and/or services offered by the tourism and hospitality establishment is used in accordance with establishment requirements.</p> <p>3.5 Methods and/or techniques for selling products and/or services are described in terms of their relevance to the establishment.</p> <p>3.6 Methods and/or techniques for selling products and/or services to tourism and hospitality customers are applied in accordance with establishment requirements.</p> <p>3.7 Data identified from social media platforms are analyzed to maximize sales and services of a hospitality or tourism establishment</p>
Pre-requisites	N/A
Co-requisites	N/A
Underpinning skills and knowledge	<ol style="list-style-type: none"> 1) Analysis 2) Basic computer skills 3) Basic statistics 4) Main parts of a report 5) Reporting statistics 6) Customer service knowledge 7) Sales knowledge 8) Working with spreadsheet 9) ICT
Assessment requirements	<p><u>Suggested methods of assessment:</u></p> <p>A range of assessment methods should be used to assess students' knowledge and application of skills. These include but not restricted to the following:</p>

- 1) Written assessments such as reports, portfolios, and examinations. These can be conducted either face-to-face or online, and could include analysis of spreadsheet data, presenting information using relevant statistics, tables and graphs.
- 2) Observation – such as direct observation of students during a role-play, demonstration, and work placement.
- 3) Oral assessment – as in one-on-one interview, seminar presentation
- 4) A combination of the above methods – e.g. oral questions during observations or to verify evidences of assessment.

Context of assessment:

- 1) To support student assessment, training providers are encouraged to make the necessary arrangements to involve key industry organisations such as the Ministry of Tourism, airlines and travel agents, hotels and guest houses, and other trusted licensed private hospitality and travel businesses in the assessment of the required skills and knowledge. Such collaboration between provider institutions and the industry may include but not restricted to the following:
 - a) Experts from the industry contributing to the design and implementation of the curriculum and assessment activities;
 - b) Experts from the industry are engaged as trainers, assessors, or assessment moderators;
 - c) Students are placed in relevant industry organizations for workplace attachment;
 - d) Industry experts act as supervisors of students on workplace attachment.
- 2) To demonstrate the required competencies, candidates of assessment will need to demonstrate and apply their knowledge EITHER in the workplace OR in an environment that closely resembles the workplace, in relation to:
 - a) LO1: Using Microsoft Excel to determine basic statistics
 - b) LO2: Evaluating statistically based reports
 - c) LO3: Applying statistical knowledge to maximise sales and service opportunities
- 3) Each Learning outcome and associated performance standards must be demonstrated on at least TWO occasions. Sources of evidence need to be rich in nature to minimize error in judgment.
- 4) A candidate of assessment must provide evidence to demonstrate his/her achievement of the Learning outcomes and performance standards.

	<p><u>Re-assessment</u></p> <ol style="list-style-type: none"> 1) Candidates of assessment are eligible to three (3) attempts to achieve the required competency within 14 days of their first attempt: <ol style="list-style-type: none"> a) Feedback must be provided to the candidate and sufficient time provided to prepare for re-assessment. b) The trainer/assessor has the discretion to vary the assessment tasks used in each assessment attempt as long as the: <ol style="list-style-type: none"> (i) same competencies are being assessed; (ii) quality principles of assessment are adhered to. 2) Failure to achieve the required competency after three (3) attempts on the assessment or specific part of the assessment will require the person studying this Unit to re-enrol for the same Unit.
<p>Moderation arrangements</p>	<p>Best practice in assessment involves both internal and external moderation processes.</p> <ol style="list-style-type: none"> 1) Training providers must have their own moderation system approved by TNQAB before accreditation is granted: <ol style="list-style-type: none"> a) Relevant internal moderation processes are documented; b) Assessment is planned for each unit, and moderation processes are integrated into such plan 2) External moderation is conducted by the National qualifications unit of TNQAB for all unit components of national qualifications. <ol style="list-style-type: none"> a) Samples of assessed activities are submitted for moderation; b) Moderation (external) forms are available on request from the National qualifications unit of TNQAB; 3) Training providers are required to keep marked assessments in a safe place for moderation purposes.
<p>Resource requirements</p>	<ol style="list-style-type: none"> 1) Computer with internet access 2) Calculator 3) Conventional classroom resources 4) Relevant reports readings (e.g. Tourism reports, etc.)
<p>Requirements to complete this unit</p>	<p>A person studying this unit is:</p> <ol style="list-style-type: none"> 1) Required to demonstrate all Learning outcomes to the expected standards of performance; 2) Required to attain an <i>Achieved</i> (Competent) grade to fulfil the requirements of the Unit Standard;

	<ul style="list-style-type: none">3) Eligible to three (3) attempts to achieve the required competency within 14 days of the first attempt;4) Failure to achieve the required competency level after three (3) attempts will require the person studying this unit to re-enrol for the same unit.
Public comments on unit	Please contact TNQAB National Qualifications Unit (email EnquireNQ@tnqab.to or Telephone 28136) if you like to discuss or suggest changes to the details of this unit.