REGISTERED
NATIONAL STANDARD

UNIT OF COMPETENCY

Title:	Visitor statistics in tourism and hospitality

TQF Level:	3	**Credits:**	10	**Version:**	1

National standard code:	NS003-3
Associated qualification (and code):	National Certificate in Customer Service Level 3 (QR-03-NQ-018-01-0903-18-01)

Approval date:	27 Dec 2018	**Review date:**	27 Dec 2023

Purpose:	Evaluate a wide range of statistically based tourism and hospitality reports and apply knowledge to maximise hospitality sales and service opportunities.
Learning Outcome 1 (LO1)	Use spreadsheet to determine basic statistics
Performance standards	1.1 Able to create spreadsheet in MS Excel 1.2 Able to create a work sheet; 1.3 Enter and sort data; 1.4 Apply number format; 1.5 Carry out quick analysis 1.6 Calculate basic statistics using formula function in spreadsheet 1.7 Able to draw and read statistical graphs 1.8 Able to analyze basic statistical information

Learning Outcome 2 (LO2)	Evaluate statistically based reports

Performance Standards	2.1 Key features in a report relevant to conclusions drawn are:
	
	   a) Identified, and
	   b) Commented on, based on their worth and/or significance to the purpose of the report;
	
	2.2 Comments made on a report are justified with:
	
	   a) Statistical evidence obtained from the report; and/or
	   b) Processes described in a report;
	
	2.3 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.

Learning Outcome 3 (LO3)	Apply statistical knowledge to maximise sales and service opportunities.
Performance standards	3.1 Products and/or services offered by the establishment are identified and described in statistical form in accordance with establishment requirements. 3.2 Available and relevant products or services provided by the tourism and hospitality establishments are communicated in statistical form to customers proactively in accordance with establishment requirements and customer needs. 3.3 Value-added benefits of products or services provided by the tourism and hospitality establishments are identified, transformed into statistical form, and communicated to the customer in accordance with establishment requirements. 3.4 Opportunity to maximise the promotion or sale of products and/or services provided by the tourism and hospitality establishments is used in accordance with establishment requirements. 3.5 Methods and/or techniques for selling products or services are described in terms of their relevance to the establishment. 3.6 Methods and/or techniques for selling products or services to tourism and hospitality customers are applied in accordance with establishment requirements.
Pre-requisites	N/A
Co-requisites	N/A

Underpinning skill and knowledge	• Basic statistics • Main parts of a report • Customer service knowledge • Sales knowledge • Basic computer skills • ICT • Reporting statistics • Analysis

Suggested assessment methods	1) Final Examination (40%)
	2) Coursework (60%):
	    a) Mid-semester test (10%);
	    b) Written assignment (50%) focused on learning outcomes:
	        i. Analyzing raw data using Excel and Presenting findings.
	        ii. Essay: Evaluating a statistical report;

Resource requirements	1 Computer with internet access 2 Calculator 3 Conventional classroom resources 4 Relevant readings
Moderation arrangements	Provider Moderation processes, OR TNQAB Moderation processes: • Pre-marking • Intra-marking • Post-marking
Requirements to complete this unit	Learners must achieve at least 50% in all coursework, and examinations.
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.