**Competency Test – Written Responses**

1. Explain why quality customer service is important to the Bunjappy Regional Tourism Group?

2. Answer the following questions in the context of a hospitality organisation:

a. What is an external customer? Provide an example of an external customer. (20 - 40 words)

b. Who are internal customers in the tourism industry? (20 - 40 words)

c. How do you get new customers in the tourism industry? (20 - 40 words)

d. What is a loyal customer? (20 - 40 words)

3. What are the main objectives of an effective customer feedback system? (20 - 40 words)

4. What are four generic industry standards for personal attire of workers within the travel and tourism industries.

5. List five strategies for providing quality service to customers.

6. List five aspects or characteristics of effective customer service personnel? (20 - 40 words)

7. What are examples of promotional materials and documents used in the tourism and travel industry?

8. How can you identify and meet the special needs of customers who have impairments?

9. How should you farewell your customers? (Maximum 50 words)

10. Explain the essential features of the following types of communication techniques:

• Written communication

• Verbal communication

• Graphic communication