


VSA E-Volunteer Assignment Description

Assignment Title	Customer Service Training Adviser
Country	Kiribati
Location of Partner Organisation	Betio, South Tarawa
Partner Organisation	Tourism Authority, Kiribati
Duration	6-months, part-time (5-20 hours per week)
Sustainable Development Goals	

41642

1. Partner organisation overview

The Tourism Authority of Kiribati (TAK) was established on 10 June 2019 under the aegis of the Ministry of Information, Communication, Transport and Tourism Development (MICTTD) and is governed by the Kiribati Tourism Act 2018.

TAK is mandated by the Government of Kiribati (GoK) to lead the country's tourism development and promotional programme. These include tourism investment promotion, product development, licensing and standards regulation, training and development, research and statistics and tourism marketing and promotions.

Through the Kiribati 20 years vision (KV20), GoK recognises the potential contribution of tourism towards stimulating economic development, providing employment, income generation as well as supporting the retention of cultural traditions, sustainable management of national environmental assets and wider contribution towards social-economic benefits.

The objectives therefore of TAK are, among others, to promote the sustainable growth of tourism, increase its economic contribution and improve standards of living and wellbeing.

TAK has offices in Betio, South Tarawa and London in Kiritimati.

2. Assignment overview

The tourism and hospitality industry are a service-driven industry, where the success or failure of tourism business enterprises or destinations depend heavily on the quality of service delivered to customers. Across the Pacific, reputable tourism destinations attribute their success to its people, who as frontliners, deliver world-class customer services. Over the years, these destinations have established their own brands of quality customer services, which focuses on the importance of the human element in their visitor's experience. These include Fiji's BULA, Samoa's TALOFA, and the Cook Islands KIA ORANA brand of hospitality. The 2019 Kiribati International Visitor Survey (IVS) noted that travellers that rated their accommodation highly attributed such ratings to the quality of customer services received. On the contrary, hotels rated as below average had a very low customer service and complaints recovery rating. The 2019 IVS results therefore confirms that customer services do play an important role in influencing visitor satisfaction and ultimately the business's success. To assist Kiribati tourism business enterprises to succeed, the Tourism Authority of Kiribati (TAK) seeks to develop and



implement a comprehensive tourism & hospitality customer services programme for the destination. TAK recommends that the programme reflect the Kiribati style of hospitality, centred around the bestowing of traditional blessing of Te Mauri, Te Raoi ao Te Tabomoa to all visitors. As a Kiribati brand, the proposed customer service programme will be called the Mauri Way and will be applied across all sectors of the tourism service supply chain. These will include but not limited to all hotel workers, public restaurant employees, public service vehicle operators, tour guides, aviation employees, maritime service providers and community tourism operators.

This project proposes the engagement of an e-volunteer to develop training modules based on 'the Mauri Way Programme'. This assignment will build on the work of a second VSA volunteer engaged as a Customer Service Programme Adviser. Training modules are required to deliver customer service training for tourism and other associated service-related sectors in Kiribati.

For more information on the Mauri Way see: <https://corporate.visitkiribati.travel/mauri-way/>

3. Goal/outcomes/outputs

Goal

A Kiribati tourism and hospitality customer service programme and training module (the Mauri Way) supports tourism and other associated service-related sectors in Kiribati.

Outcome 1

Training programmes support the implementation of 'Mauri Way' customer service standards.

Together with the TAK Training and Development Division:

- Develop digital and print educational material for customer service training
- Develop a Train the Trainer Guide
- Provide recommendations on a learning management system.

Outcome 2

Ongoing mentoring is provided, giving advice and guidance when required.

- Provide ongoing mentoring to answer questions as they arise.
- Provide advice and guidance on customer service training initiatives.

4. Reporting and working relationships and capacity building

This is an e-volunteer (e-vol) position. The volunteer will primarily communicate and work closely with The Training & Developments Division staffs (3) of the Tourism Authority of Kiribati with the intention of the Division managing the delivery of the Mauri Way Customer Service throughout Kiribati at the end of the assignment.

The volunteer will also report to and be accountable to the Chief Executive Officer.

TAK will provide all the relevant administrative and support services required for this project including:

1. Collection of local information as required by the e-volunteer;
2. Coordination and facilitation of online consultation between the e-volunteer and local stakeholders;
3. Conduct regular progress update virtual meetings;
4. Review draft documents compiled by the e-volunteer; and
5. Other tasks required by the e-volunteer



Once international borders are open, TAK will also provide local ground logistical support should the volunteer be able to complete this assignment by visiting Kiribati through the VSA programme.

The volunteer and TAK will have an ongoing relationship with the VSA Programme Manager in terms of assignment monitoring, reporting, professional advice and personal support.

As needs on the ground may change over time, the volunteer is encouraged to review and update the Assignment Description in consultation with the partner organisation and VSA Programme Manager. By their very nature, development situations can involve significant change, so it is advisable that the volunteer periodically review and reflect on the Assignment Description throughout the Assignment to ensure the best development outcomes are being achieved.

5. Selection criteria/position requirements

Person specifications (professional)

Essential

- Work experience as a Customer Service Trainer or similar role
- Proven skills in designing learner modules, for both online and face-to-face training
- Knowledge of Learning Management Software (LMS)

Desirable

- Experience in tourism/hospitality or customer service positions
- Project management experience
- Tourism development experience within the Pacific
- Additional certification in training

Personal specification (personal)

Essential

- Skilled at communicating with adults from a range of backgrounds and cultures
- Familiarity with interactive learning activities
- Enthusiastic and passionate about making a real difference for the service industry in Kiribati

6. VSA Essential Attributes

- Commitment to volunteering, to VSA and to the partner organisation
- Cross cultural awareness
- Adaptability and a willingness to approach change or newness positively



- Able to form good relationships, both personally and professionally, with work colleagues and in the community
- Resilience and an ability to manage setbacks
- Initiative and resourcefulness
- An ability to facilitate learning through skills exchange

7. Country Context

For more information about Kiribati, see the VSA Website [here](#).

Additional information

Residency status

VSA volunteers must be New Zealand citizens or have New Zealand permanent residency status, and currently living in NZ.

Final appointment

Final appointment will be subject to satisfactory VSA clearances, and partner organisation acceptance.

Children's Act

VSA is committed to the protection of vulnerable children and adults, which also includes meeting our commitment under the Children's Act 2014.

The information requested during the application process is necessary to assist VSA to determine applicant suitability to work and/or interact regularly with children and is part of a series of pre-selection checks undertaken on all applicants for VSA assignments.

E-Volunteer package

The volunteer's package includes the following:

Reimbursements

Volunteers will receive a monthly honorarium of NZ\$90 for a part-time assignment. This amount is expected to reimburse the volunteer for costs associated with undertaking the assignment.

Final terms and conditions relating to the specific volunteer assignment will be confirmed in a personalised volunteer contract.

