



Australian Government

Department of Education, Employment and Workplace Relations

SITTGDE005A Manage extended touring programs

Revision Number: 1

SITTGDE005A Manage extended touring programs

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate an extended touring program of more than one day's duration. It requires the ability to manage all tour logistics taking a holistic approach to the touring program and to solve touring and group member problems. It also requires the ability to ensure the ongoing welfare and satisfaction of group tour members and to develop and maintain group cohesion and rapport throughout the touring program.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit This unit describes a key tour guiding function. It applies to those who work in a range of locations and in multiple tourism industry sectors, but has particular application to personnel engaged by tour operators, inbound tour operators and tour wholesalers. It applies to those industry personnel known as tour managers, tour directors, tour leaders and tour escorts, who lead extended tours both within Australia and overseas.

Extended touring programs would usually cover multiple destinations and overnight stays but could also cover those tours that operate just one or two overnight stays to one or two destinations. The complexity of the touring itinerary and its component parts will vary.

The logistical management of extended touring programs requires significant organisational, decision making and communication and negotiation skills. Those tour managers who perform this function operate with a considerable level of autonomy or under limited supervision and guidance from others. They apply significant discretion and judgement within predefined organisational procedures. When on tour they take the lead role without supervision, only referring problems to the tourism operator when absolutely necessary.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units This unit must be assessed after the following prerequisite units:
SITTGDE003A Coordinate and operate a tour
SITTGDE004A Lead tour groups.

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Manage touring arrangements.	<p>1.1 Manage all tour logistics taking a holistic approach to the whole <i>touring program</i> at all times.</p> <p>1.2 Conduct touring program according to the prearranged touring itinerary.</p> <p>1.3 Make forward <i>reconfirmations and bookings</i> progressively throughout the program.</p> <p>1.4 Reconfirm or arrange <i>operational details</i> progressively throughout the program.</p> <p>1.5 <i>Reorganise and adjust touring arrangements</i> when required within the scope of individual responsibility.</p> <p>1.6 Make major adjustments within budget according to <i>controlling office</i> guidelines.</p> <p>1.7 Make adjustments to touring arrangements in the context of the whole program.</p> <p>1.8 Maintain ongoing contact with controlling office and forward suppliers as required.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Liaise and negotiate with others.	<p>2.1 Maximise operational efficiency and customer service levels by effective <i>liaison and negotiation</i> with all those contributing to the operation of the program.</p> <p>2.2 Conduct negotiations in a businesslike and professional manner within the relevant cultural context.</p> <p>2.3 Conduct negotiations in the context of the entire touring program.</p> <p>2.4 Conduct negotiations to take account of the overall relationship between the organisation and the other stakeholders.</p> <p>2.5 Select communication and negotiation style appropriate to the circumstance.</p> <p>2.6 Use negotiation and communication techniques to maximise the chances of an acceptable outcome for all parties.</p> <p>2.7 Note and confirm accurately in writing all agreements as required by specific circumstances.</p> <p>2.8 Provide relevant information to the controlling office promptly and as required by organisation guidelines.</p>
3 Develop and maintain group rapport.	<p>3.1 Develop and maintain a team spirit for the duration of the program.</p> <p>3.2 Gain the trust and confidence of the group through the demonstration of professional competence and integrity and ensure customer satisfaction with the touring program.</p> <p>3.3 Use leadership and communication skills to foster group cohesion.</p> <p>3.4 Encourage customer participation and group interaction.</p> <p>3.5 Identify and assess potential conflict within the group promptly and should conflict arise, take appropriate action to assist resolution.</p>
4 Solve problems that arise on tour.	<p>4.1 Identify and consider <i>problems</i> promptly from both an operational and customer service perspective in the context of the entire touring program.</p> <p>4.2 Initiate short-term action to resolve the immediate</p>

ELEMENT**PERFORMANCE CRITERIA**

problem where appropriate.

- 4.3 Analyse problems for any long-term commercial impact and assess and action solutions.
- 4.4 Present a positive image of the organisation and its contracted suppliers at all times.
- 4.5 Take responsibility for resolving the problem within the scope of individual authority and to ensure customer satisfaction.
- 4.6 Consult the controlling office when required and appropriate to resolve problems outside scope of guidelines and responsibility.
- 4.7 Take appropriate follow-up action to monitor the effectiveness of chosen solutions.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpretation of the specific needs of customers, their level of expectation and satisfaction with touring arrangements
- critical thinking skills to facilitate rational and logical analysis of such things as customer dissatisfaction and logistical touring problems, and appropriate solutions to be applied
- high-level communication and negotiation skills to deal with customers, industry colleagues and suppliers about touring logistics and complex issues, such as itinerary changes
- literacy skills to read and interpret customer and operational information, such as travel vouchers, customer and technical itineraries provided by tourism operators, and manifests provided by suppliers, e.g. rooming lists
- numeracy skills to calculate tour component times, to translate from the 24-hour to 12-hour clock for customer use, and to calculate the cost of changes to itineraries.

The following knowledge must be assessed as part of this unit:

- in-depth product knowledge appropriate to the specific touring itinerary and its component products and services
- the key features of culturally or environmentally sensitive areas to be visited and use of fundamental minimal impact practices to protect and sustain these
- policies, procedures and guidelines issued by the controlling tourism operator
- tourism industry, supplier networks and interrelationships that impact on the conduct of an extended touring program
- in-depth knowledge of planning the delivery logistics of an extended touring program and the management processes and procedures to be undertaken before, during and at the completion of a tour to maximise the efficiency of extended touring programs
- negotiation techniques and their application to different tour managing contexts
- leadership, motivation and communication techniques and their application to different tour managing contexts.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the

EVIDENCE GUIDE

performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- holistic management of all tour logistics for an extended touring program
- ability to ensure the ongoing welfare and satisfaction of group tour members and develop and maintain group cohesion and rapport throughout the touring program
- ability to apply effective negotiation and contingency management techniques to deal with the range of practical and people-related problems and issues that arise during the operation of an extended tour
- knowledge of communication, negotiation, leadership and motivation techniques
- delivery of an extended touring program of a duration that reflects local industry product and practice and of sufficient duration to allow the candidate to demonstrate techniques that build group rapport.

Context of and specific resources for assessment

Assessment must ensure:

- coordination and operation of an extended group touring program within commercially realistic touring environments, including all the operational elements of a commercial tour
- access to equipment and resources required for the delivery of the program, e.g. transport and accommodation venues
- interaction with and involvement of a tourism operator for whom the extended program is being conducted
- interaction with customer groups of a size and nature that reflect the commercial environment in which the tour manager operates
- use of industry-current customer and operational documentation to support the delivery of an extended touring program.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to manage extended touring programs. The following examples are appropriate for this unit:

- direct observation of the candidate's ability to holistically manage all tour logistics by participating in tours conducted by the candidate
- direct observation of the candidate's people management skills during the operation of group tours
- direct observation of the candidate's communication, negotiation and problem-solving skills by participating in an extended tour conducted by the candidate
- questioning group tour members as to the candidate's clarity of communication, and leadership and motivational skills
- review of tour management activities undertaken as part of industry placement and training with an industry operator
- review of tour preparation notes, checklists and tour reports prepared by the candidate
- problem-solving case studies to assess ability to apply people management and contingency management skills to a range of different touring situations, including emergency situations
- written and oral questioning or interview to test knowledge of tour management procedures, leadership, motivation and communication techniques and tourism industry networks relevant to the management of extended tours
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITTGDE002A Provide arrival and departure assistance
- SITTGDE006A Prepare and present tour commentaries or activities
- SITTTOP006B Operate tours in a remote area.

EVIDENCE GUIDE

Assessing employability skills Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Types of extended *touring programs* may include:

- general sightseeing tours
- ecotours
- adventure tours
- camping tours
- cultural and historical tours
- cruise programs
- pre and post-conference tours.

RANGE STATEMENT

Reconfirmations and bookings may be for any touring product or service component and may include:

- accommodation venues
- restaurants
- catering providers
- ground transport
- airlines
- charter airlines
- scenic flights
- trains
- retail outlets
- attractions
- guided tours within attractions and sites
- cruises
- local tour guides
- optional tours.

Operational details may include:

- management of passenger travel documentation, such as:
 - airline tickets and vouchers
 - seat allocations or boarding passes
 - travel vouchers
- luggage coordination
- documentation preparation
- group currency requirements
- customs and immigration procedures and requirements
- seat rotation
- check-in and check-out procedures
- local touring liaison.

Reorganisation and adjustment of touring arrangements may include:

- developing alternative routes
- re-booking one or multiples services
- organising new or replacement documentation
- renegotiating cost.

RANGE STATEMENT

Controlling office refers to the tourism operator that has engaged the tour manager as its representative for the delivery of the tour and may include:

- inbound tour operator
- tour operator
- outbound tour wholesaler
- event management organisation
- professional conference organiser
- destination marketing company.

Liaison and negotiation may be with:

- coach drivers
- local guides
- tour leaders accompanying group from home country
- interpreter guides
- traditional owners
- airlines
- tour operators
- hotels
- restaurants
- attractions
- retail locations
- government authorities, including:
 - land management agencies
 - customs
 - immigration.

RANGE STATEMENT

Problems may include:

- unexpected delay
- missed connection
- hotel or supplier overbooking situation
- change of accommodation
- supplier driven change of date and time of supply or change to alternative supplier
- passenger sickness, injury or death
- loss of personal valuables and documents e.g. passport
- passenger robbery
- lost luggage
- equipment and transportation in contingency situations, e.g. coach breakdown
- lost passengers
- late passengers
- group conflict or dissatisfaction
- customers who cause disruption and disturbance to other tour members, host communities and the environment
- service complaints
- poor supplier performance
- political unrest in area of tour
- inclement weather conditions, such as:
 - fire
 - flood
 - storm
 - cyclone
- lack of access to tour areas, including:
 - road closures
 - road blockages.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field

Guiding